

NATIONAL TV NIELSEN RATINGS PERSONS RANKING – TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING DECEMBER 4, 1983

NIELSEN AVERAGE AUDIENCE

HOUSEHOLDS

TOTAL PERSONS (2+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	KENNY ROGERS-THE GAMBLER(S)	29.5	24,720
2	60 MINUTES	26.5	22,210
3	DALLAS	26.0	21,790
4	A TEAM	25.8	21,620
5	GREATEST PRACTICAL JOKES(S)	25.2	21,120
6	NBC TUE MOVIE OF THE WEEK(S)	24.3	20,360
7	DYNASTY	22.9	19,190
8	SIMON & SIMON	22.4	18,770
9	FALCON CREST	22.1	18,520
10	CBS TUESDAY NIGHT MOVIES	21.2	17,770
11	HOTEL	21.1	17,680
11	NFL FTBL GAME NBC-THU(S)	21.1	17,680
13	ABC SUNDAY NIGHT MOVIE	21.0	17,600
14	CBS NFL FTBL GAME-THU(S)	20.9	17,510
15	CBS NFL FOOTBALL GAME 1	20.8	17,430
16	JEFFERSONS#	20.3	17,010
16	MAGNUM, P.I.	20.3	17,010
18	NBC MONDAY NIGHT MOVIES	20.1	16,840
19	KNOTS LANDING	19.8	16,590
20	AFTERMASH#	19.5	16,340

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	A TEAM	20.0	44,070
2	KENNY ROGERS-THE GAMBLER(S)	18.6	41,020
3	DALLAS	18.2	40,150
4	RUDOLPH-RED-NOSE-REINDEER(S)	17.9	39,320
5	CBS NFL FTBL GAME-THU(S)	17.0	37,470
6	60 MINUTES	16.2	35,750
7	GREATEST PRACTICAL JOKES(S)	16.1	35,570
8	SIMON & SIMON	15.5	34,180
9	DYNASTY	15.4	34,000
10	ABC SUNDAY NIGHT MOVIE	15.3	33,660
11	NBC TUE MOVIE OF THE WEEK(S)	15.2	33,580
12	DUKES OF HAZZARD	14.5	31,830
13	NFL FTBL GAME NBC-THU(S)	14.3	31,500
14	CBS TUESDAY NIGHT MOVIES	14.2	31,340
15	MAGNUM, P.I.	14.1	31,130
16	FALL GUY	14.0	30,880
17	JEFFERSONS#	13.7	30,120
18	HOTEL	13.5	29,640
19	FALCON CREST	13.4	29,500
20	HILL STREET BLUES	13.2	29,030
21	AFTERMASH#	13.1	28,950

WOMEN (18+)

MEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	DALLAS	25.2	22,020
2	KENNY ROGERS-THE GAMBLER(S)	24.5	21,440
3	DYNASTY	21.3	18,630
4	FALCON CREST	20.0	17,470
5	SIMON & SIMON	19.7	17,200
6	KNOTS LANDING	19.4	16,940
7	HOTEL	19.1	16,670
8	NBC TUE MOVIE OF THE WEEK(S)	18.8	16,440
9	60 MINUTES	18.8	16,430
10	GREATEST PRACTICAL JOKES(S)	18.3	15,970
11	CBS TUESDAY NIGHT MOVIES	17.4	15,200
12	NBC MONDAY NIGHT MOVIES	16.5	14,450
13	A TEAM	16.5	14,440
14	MAGNUM, P.I.	16.2	14,190
15	AFTERMASH#	16.0	13,960
16	LOVE BOAT	15.9	13,880
17	JEFFERSONS#	15.6	13,640
18	ABC SUNDAY NIGHT MOVIE	15.5	13,530

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	CBS NFL FTBL GAME-THU(S)	23.9	18,870
2	NFL FTBL GAME NBC-THU(S)	23.3	18,350
3	A TEAM	20.1	15,870
4	60 MINUTES	20.0	15,750
5	CBS NFL FOOTBALL GAME 1	19.6	15,450
6	CHAMPIONSHIP BOXING(S)	19.3	15,210
7	ABC SUNDAY NIGHT MOVIE	18.1	14,310
8	KENNY ROGERS-THE GAMBLER(S)	17.6	13,900
9	GREATEST PRACTICAL JOKES(S)	17.4	13,720
10	NBC TUE MOVIE OF THE WEEK(S)	16.8	13,260
11	NFL MONDAY NIGHT FOOTBALL	16.1	12,710
12	HILL STREET BLUES	15.5	12,210
13	SIMON & SIMON	15.4	12,130
14	NFL FOOTBALL GAME 2-NBC#	15.2	11,990
15	CBS TUESDAY NIGHT MOVIES	15.2	11,950
16	DALLAS	14.2	11,230
17	CBS NFL FOOTBALL GAME 2#	14.2	11,170
18	NBC SUNDAY NIGHT MOVIE#	14.0	11,020
19	HARDCASTLE & MCCORMICK	13.7	10,770
20	MAGNUM, P.I.	13.2	10,420
21	ABC NFL FOOTBALL SPECIAL(S)	12.9	10,180
21	DYNASTY	12.9	10,180

WOMEN 18-49

NIELSEN AVERAGE AUDIENCE

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING DECEMBER 4, 1983

(†) TELECASTS WITH CURTAILED STATION FACILITIES ARE EXCLUDED, AS ARE UNDER-FIVE-MINUTE PROGRAMS.

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

NATIONAL TV NIELSEN RATINGS PERSONS RANKING – TOP PROGRAMS(t)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING DECEMBER 4, 1983

NIELSEN AVERAGE AUDIENCE

WOMEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	KENNY ROGERS-THE GAMBLER(S)	20.9	11,470
2	DALLAS	20.7	11,390
3	DYNASTY	19.7	10,820
4	HILL STREET BLUES	17.8	9,780
5	ABC SUNDAY NIGHT MOVIE	17.7	9,740
6	HOTEL	17.5	9,600
7	SIMON & SIMON	17.3	9,490
8	RUDOLPH-RED-NOSE-REINDEER(S)	16.9	9,300
9	KNOTS LANDING	16.9	9,280
10	NBC TUE MOVIE OF THE WEEK(S)	16.6	9,140
11	A TEAM	16.1	8,850
12	NBC MONDAY NIGHT MOVIES	15.6	8,580
13	CHEERS	15.0	8,230
14	FALCON CREST	14.9	8,180
15	CBS TUESDAY NIGHT MOVIES	14.8	8,150
16	GREATEST PRACTICAL JOKES(S)	14.7	8,060
17	FALL GUY	14.0	7,710
18	60 MINUTES	14.0	7,670
19	JEFFERSONS#	13.3	7,330

WOMEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	DALLAS	33.4	8,980
2	KENNY ROGERS-THE GAMBLER(S)	32.6	8,760
3	60 MINUTES	28.5	7,660
4	FALCON CREST	27.8	7,480
5	LOVE BOAT	24.8	6,660
6	GREATEST PRACTICAL JOKES(S)	24.6	6,620
7	MISSISSIPPI	24.2	6,520
8	KNOTS LANDING	24.1	6,480
9	SIMON & SIMON	24.0	6,450
10	NBC TUE MOVIE OF THE WEEK(S)	23.8	6,390
11	AFTERMASH#	23.7	6,380
12	DYNASTY	23.6	6,360
13	DUKES OF HAZZARD	22.8	6,130
14	CBS TUESDAY NIGHT MOVIES	22.5	6,040
15	MAGNUM, P.I.	22.3	6,010
16	HOTEL	21.5	5,780
17	JEFFERSONS#	20.6	5,550
18	REAL PEOPLE#	20.5	5,510

MEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	CBS NFL FTBL GAME-THU(S)	22.4	11,910
2	NFL FTBL GAME NBC-THU(S)	22.2	11,790
3	A TEAM	21.4	11,360
4	ABC SUNDAY NIGHT MOVIE	19.8	10,540
5	CHAMPIONSHIP BOXING(S)	18.9	10,070
6	CBS NFL FOOTBALL GAME 1	18.7	9,940
7	HILL STREET BLUES	17.2	9,140
8	NBC TUE MOVIE OF THE WEEK(S)	16.4	8,730
9	GREATEST PRACTICAL JOKES(S)	16.3	8,650
10	60 MINUTES	15.6	8,270
11	NFL MONDAY NIGHT FOOTBALL	15.3	8,140
12	KENNY ROGERS-THE GAMBLER(S)	15.2	8,060
13	NBC SUNDAY NIGHT MOVIE#	13.8	7,330
14	CBS NFL FOOTBALL GAME 2#	13.7	7,300
15	SIMON & SIMON	13.6	7,230
16	NFL FOOTBALL GAME 2-NBC#	13.6	7,210
17	CHEERS	13.3	7,080
18	HARDCASTLE & MCCORMICK	12.9	6,840
19	CBS TUESDAY NIGHT MOVIES	12.4	6,580
20	RIPLEY'S BELIEVE IT-NOT	12.3	6,520
21	DYNASTY	12.1	6,460

MEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	60 MINUTES	29.2	5,990
2	CBS NFL FTBL GAME-THU(S)	27.3	5,600
3	NFL FTBL GAME NBC-THU(S)	25.8	5,280
4	KENNY ROGERS-THE GAMBLER(S)	24.6	5,050
5	CBS TUESDAY NIGHT MOVIES	22.1	4,520
6	GREATEST PRACTICAL JOKES(S)	22.0	4,510
7	DALLAS	21.2	4,350
8	CBS NFL FOOTBALL GAME 1	21.0	4,300
9	CHAMPIONSHIP BOXING(S)	20.2	4,130
10	SIMON & SIMON	20.1	4,120
11	DUKES OF HAZZARD	19.9	4,080
12	REAL PEOPLE#	19.6	4,010
13	NFL FOOTBALL GAME 2-NBC#	19.4	3,970
14	A TEAM	19.1	3,910
15	T.J. HOOKER	18.7	3,840
16	NBC TUE MOVIE OF THE WEEK(S)	18.6	3,810
17	PROF HOPE GOES TO COLLEGE(S)	18.0	3,690
18	NFL FTBL POST NBC-THU(S)	17.8	3,640
19	MAGNUM, P.I.	17.6	3,610
20	HOTEL	17.2	3,520
21	LOVE BOAT	17.0	3,480
22	NFL MONDAY NIGHT FOOTBALL	16.9	3,460
23	NFL '83 NBC-THU(S)	16.7	3,420
24	CBS EVENING NEWS-RATHER	16.3	3,350

CONT'D

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING DECEMBER 4, 1983

MEN 18-49

		AUDIENCES	
RANK	PROGRAM	% U.S.	NO. (000)
50	DISNEY'S ANIMATED TV	15.7	10,800
51	DISNEY'S ANIMATED TV	15.4	10,200
52	DISNEY'S ANIMATED TV	15.3	10,100
53	DISNEY'S ANIMATED TV	15.2	10,000
54	DISNEY'S ANIMATED TV	15.1	9,900
55	DISNEY'S ANIMATED TV	15.0	9,800
56	DISNEY'S ANIMATED TV	14.9	9,700
57	DISNEY'S ANIMATED TV	14.8	9,600
58	DISNEY'S ANIMATED TV	14.7	9,500
59	DISNEY'S ANIMATED TV	14.6	9,400
60	DISNEY'S ANIMATED TV	14.5	9,300
61	DISNEY'S ANIMATED TV	14.4	9,200
62	DISNEY'S ANIMATED TV	14.3	9,100
63	DISNEY'S ANIMATED TV	14.2	9,000
64	DISNEY'S ANIMATED TV	14.1	8,900
65	DISNEY'S ANIMATED TV	14.0	8,800
66	DISNEY'S ANIMATED TV	13.9	8,700
67	DISNEY'S ANIMATED TV	13.8	8,600
68	DISNEY'S ANIMATED TV	13.7	8,500
69	DISNEY'S ANIMATED TV	13.6	8,400
70	DISNEY'S ANIMATED TV	13.5	8,300
71	DISNEY'S ANIMATED TV	13.4	8,200
72	DISNEY'S ANIMATED TV	13.3	8,100
73	DISNEY'S ANIMATED TV	13.2	8,000
74	DISNEY'S ANIMATED TV	13.1	7,900
75	DISNEY'S ANIMATED TV	13.0	7,800
76	DISNEY'S ANIMATED TV	12.9	7,700
77	DISNEY'S ANIMATED TV	12.8	7,600
78	DISNEY'S ANIMATED TV	12.7	7,500
79	DISNEY'S ANIMATED TV	12.6	7,400
80	DISNEY'S ANIMATED TV	12.5	7,300
81	DISNEY'S ANIMATED TV	12.4	7,200
82	DISNEY'S ANIMATED TV	12.3	7,100
83	DISNEY'S ANIMATED TV	12.2	7,000
84	DISNEY'S ANIMATED TV	12.1	6,900
85	DISNEY'S ANIMATED TV	12.0	6,800
86	DISNEY'S ANIMATED TV	11.9	6,700
87	DISNEY'S ANIMATED TV	11.8	6,600
88	DISNEY'S ANIMATED TV	11.7	6,500
89	DISNEY'S ANIMATED TV	11.6	6,400
90	DISNEY'S ANIMATED TV	11.5	6,300
91	DISNEY'S ANIMATED TV	11.4	6,200
92	DISNEY'S ANIMATED TV	11.3	6,100
93	DISNEY'S ANIMATED TV	11.2	6,000
94	DISNEY'S ANIMATED TV	11.1	5,900
95	DISNEY'S ANIMATED TV	11.0	5,800
96	DISNEY'S ANIMATED TV	10.9	5,700
97	DISNEY'S ANIMATED TV	10.8	5,600
98	DISNEY'S ANIMATED TV	10.7	5,500
99	DISNEY'S ANIMATED TV	10.6	5,400
100	DISNEY'S ANIMATED TV	10.5	5,300

MEN 55+

		AUDIENCES	
RANK	PROGRAM	% U.S.	NO. (000)
CONT'D			
24	FALCON CREST	16.3	3,350
25	THE MENTALIST	16.2	3,340
26	THE MENTALIST	16.2	3,340
27	THE MENTALIST	16.2	3,340
28	THE MENTALIST	16.2	3,340
29	THE MENTALIST	16.2	3,340
30	THE MENTALIST	16.2	3,340
31	THE MENTALIST	16.2	3,340
32	THE MENTALIST	16.2	3,340
33	THE MENTALIST	16.2	3,340
34	THE MENTALIST	16.2	3,340
35	THE MENTALIST	16.2	3,340
36	THE MENTALIST	16.2	3,340
37	THE MENTALIST	16.2	3,340
38	THE MENTALIST	16.2	3,340
39	THE MENTALIST	16.2	3,340
40	THE MENTALIST	16.2	3,340
41	THE MENTALIST	16.2	3,340
42	THE MENTALIST	16.2	3,340
43	THE MENTALIST	16.2	3,340
44	THE MENTALIST	16.2	3,340
45	THE MENTALIST	16.2	3,340
46	THE MENTALIST	16.2	3,340
47	THE MENTALIST	16.2	3,340
48	THE MENTALIST	16.2	3,340
49	THE MENTALIST	16.2	3,340
50	THE MENTALIST	16.2	3,340

FOR EXPLANATION OF SYMBOLS, SEE PAGE A

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST DEC. 1983 REPORT

PROGRAM NAME		T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																												
WK #	DAY	START TIME	DUR	NET TYPE	WK 1	WK 2	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS OF (2+)	LADY WORK- ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																								
												WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)											
												TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11										
EVENING CONT'D																																			
FALL GUY-CONT'D																																			
		8.00 -	8.30			A	17.6	28	1475	1904	695	243	756	294	467	420	338	240	571	219	349	299	261	186	221	82	356	234							
		8.30 -	9.00			A	20.2	31	1693	1984	725	284	795	317	504	460	365	232	601	250	387	320	268	180	249	98	339	224							
FAMILY TIES																																			
2 WED.		9.30P	30	NBC CS	8	195	A	16.1	24	1349	1842	675	212	776	289	468	413	337	260	660	277	428	339	283	192	228	144	178	106						
					97		B	16.2	24	1358	1756	671	246	772	298	490	420	332	235	556	244	374	298	232	149	256	173	172	110						
FANTASY ISLAND																																			
SAT.		10.00P	60	ABC A	8	197	A	15.3	26	1282	1606	725	279	843	257	463	451	429	318	445	148	242	245	212	158	192	87	126	110						
					97	96	B	15.5	27	1299	1648	680	249	765	246	422	386	359	295	491	181	295	265	223	158	206	114	186	145						
10.00 -		10.30					A	15.4	25	1291	1596	726	290	849	260	467	453	428	321	431	132	228	235	213	163	189	87	127	114						
10.30 -		11.00					A	15.2	26	1274	1609	724	266	837	251	459	449	431	317	455	164	255	254	211	150	192	89	125	106						
FIRST CAMERA																																			
1 SUN.		7.37P	23	NBC DN	12	163	A	5.7	8	478	1638	620	214	698	255	375	347	323	279	648	214	355	314	336	247	89	58	203	99						
					89	90	B	7.2	12	603	1716	701	275	768	209	389	395	376	322	635	182	326	335	314	239	144	73	169	126						
2 SUN.		7.16P	44																																
							A	5.6	8	469	1763	639	236	730	381	523	476	315	140	652	236	406	378	348	216	99	73	282	132						
7.00 -		7.30					A	5.7	8	478	1609	619	211	688	222	334	315	326	314	647	209	341	298	330	256	88	54	186	90						
7.30 -		8.00																																	
FIRST CAMERA(B)																																			
1 SUN.		7.00P	37	NBC DN	85	59	A	4.2	6	352	1636	671	309	756	139	304	298	366	401	710	204	417	358	363	233	76	76	94	65						
							A	4.2	6	352	1642	647	301	729	138	295	284	349	386	719	213	431	369	366	227	83	83	111	83						
7.00 -		7.30					A	4.3	7	360	1569	752	340	849	142	336	346	422	455	648	165	349	302	333	245	44	44	28	LT						
7.30 -		8.00																																	
GIMME A BREAK																																			
2 THU.		8.00P	30	NBC CS	8	197	A	15.8	24	1324	2054	795	259	910	275	495	417	391	380	526	195	333	282	239	168	296	173	322	238						

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST DEC. 1983 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																			
WK		START		DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)								
#	DAY	TIME	TIME												TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11							
EVENING CONT'D																																			
HILL STREET BLUES		8 212 208																																	
THU. 10.00P 60 NBC OP		99 99																																	
10.00 - 10.30																																			
10.30 - 11.00																																			
HOLLYWOODS PVT. HOME MOV.(S)		197																																	
1 THU. 8.00P 60 ABC U		98																																	
8.00 - 8.30																																			
8.30 - 9.00																																			
HOTEL		10 202 203																																	
WED. 10.00P 60 ABC GD		99 99																																	
10.00 - 10.30																																			
10.30 - 11.00																																			
IT'S THE REAL THING(S)		188																																	
1 SAT. 9.00P 60 NBC GV		93																																	
9.00 - 9.30																																			
9.30 - 10.00																																			
JEFFERSONS		8 194																																	
2 SUN. 9.00P 30 CBS CS		97																																	
JENNIFER SLEPT HERE		7 196 188																																	
FRI. 8.30P 30 NBC CS		95 96																																	
JUST OUR LUCK		8 202																																	
1 TUE. 8.00P 30 ABC CS		97																																	
KENNY ROGERS-THE GAMBLER(S)		198																																	
2 MON. 9.00P 120 CBS FF		99																																	
9.00 - 9.30																																			
9.30 - 10.00																																			
10.00 - 10.30																																			
10.30 - 11.00																																			
KNIGHT RIDER		9 205 207																																	
SUN. 8.00P 60 NBC A		99 98																																	
8.00 - 8.30																																			
8.30 - 9.00																																			
KNOTS LANDING		10 200 197																																	
THU. 10.00P 60 CBS GD		99 99																																	
10.00 - 10.30																																			
10.30 - 11.00																																			
LOTTERY		10 198 185																																	
FRI. 9.00P 60 ABC A		98 95																																	
9.00 - 9.30																																			
9.30 - 10.00																																			
LOVE BOAT		10 195 196																																	
SAT. 9.00P 60 ABC CS		98 97																																	
9.00 - 9.30																																			
9.30 - 10.00																																			

PROGRAM NAME					T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																				
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK- OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES											TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11					
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64			55+				
EVENING CONT'D																															
MAGNUM, P.I.						10	206	205	A	20.3	33	1701	1830	749	309	835	253	430	387	388	356	613	183	353	344	326	212	159	70	223	151
THU. 8.00P - 8.30						60	CBS	PD	99	99		1796	748	263	819	246	425	404	379	336	630	224	382	337	293	210	146	53	201	127	
8.30 - 9.00								A	19.0	32	1592	1801	743	304	827	242	415	378	387	362	591	162	331	329	323	213	155	65^	228	154	
								A	21.7	35	1818	1842	747	311	835	260	442	396	387	343	628	197	366	355	328	212	164	72	215	147	
MAMA'S FAMILY						8		198	A	15.9	24	1332	1945	767	268	894	307	499	428	371	354	546	212	346	311	253	171^	227	141^	278	215
2 THU. 8.30P - 9.00						30	NBC	CS	98	98		1790	733	246	834	254	424	383	351	361	493	174	264	254	210	181	172	115	291	202	
MANIMAL						1		183	A	9.9	15	830	1801	698	234^	726	259^	466	441	330	224^	473	167^	299	299	261^	135^	278	116^	324	230^
2 SAT. 9.00P - 9.30						60	NBC	SF	92	92		1801	698	234	726	259	466	441	330	224	473	167	299	299	261	135	278	116	324	230	
9.30 - 10.00								A	10.0	16	838	1770	689	228^	717	260^	453	430	312	230^	466	172^	285	294	246^	138^	264^	110^	323	235^	
								A	9.8	15	821	1825	702	237^	726	253^	474	451	344	215^	481	162^	310	305	277^	131^	295	123^	323	228^	
MATT HOUSTON						10	202	190	A	13.4	22	1123	1723	677	268	756	238	477	432	423	257	563	210	362	334	271	170	206	111	198	132
FRI. 10.00P - 10.30						60	ABC	PD	98	96		1613	702	270	760	242	469	440	394	249	563	197	357	329	286	166	150	73	140	98	
10.30 - 11.00								A	12.5	21	1048	1712	690	253	760	243	479	435	414	262	539	205	344	309	252	168	213	119	200	131	
								A	14.3	24	1198	1726	661	280	751	230	473	430	431	254	580	214	375	357	285	169	197	104	198	132	
MISSISSIPPI						10	201	202	A	14.5	21	1215	1585	786	202	883	179	290	271	368	536	501	130	198	173	214	274	92^	51^	109	74^
TUE. 8.00P - 8.30						60	CBS	GD	99	99		1495	777	225	863	171	296	278	375	513	472	108	181	173	201	260	63	33	97	62	
8.30 - 9.00								A	14.2	21	1190	1599	793	196	889	185	294	265	363	541	509	135	204	174	219	277	96^	55^	105	73^	
								A	14.8	22	1240	1564	781	206	874	172	285	274	371	533	493	125	196	167	211	274	85^	49^	112	71^	
MR. SMITH						10	199	193	A	8.5	14	712	1869	557	208	618	179	373	379	327	217	478	187	317	265	209	153^	250	143^	523	317

FRI.	8.00P	30	NBC	CS	98	98	B	10.2	17	855	1954	639	223	711	250	451	430	338	219	571	229	372	342	254	172	227	110	445	295
MOVIE OF THE WEEK-FRIDAY					3	170	A	8.3	13	696	1792	647	351	787	348	572	486	364	179^	665	245^	442	459	328^	167^	142^	72^	198^	182^
2 FRI.	9.00P	120	NBC	FF		90	B	10.6	17	888	1909	608	288	695	310	535	459	320	133	645	262	462	435	313	141	256	107	313	261
9.00 - 9.30							A	7.5	12	629	1787	629	342^	804	331^	547	480	396	211^	697	234^	422	454	347^	209^	120^	72^	166^	166^
9.30 - 10.00							A	8.0	12	670	1642	607	354	779	326^	532	440	374	197^	636	209^	404	440	320^	171^	93^	46^	134^	134^
10.00 - 10.30							A	8.8	14	737	1828	636	375	790	380	609	514	339	155^	630	234^	433	438	316	150^	167^	77^	241^	208^
10.30 - 11.00							A	9.0	15	754	1871	695	326	767	348	580	490	342	163^	692	295^	498	494	326	142^	171^	87^	241^	218^
NBC MONDAY NIGHT MOVIES					9	204	A	20.1	29	1684	1613	768	294	858	277	510	493	425	281	534	171	342	317	278	173	144	65^	77	38^
MON.	9.00P	120	NBC	FF	99	99	B	20.1	30	1684	1570	787	295	890	319	551	487	408	284	489	184	324	294	229	138	129	79	62	37
9.00 - 9.30							A	19.1	26	1601	1646	745	283	835	262	469	458	393	298	536	164	329	308	282	184	165	89	110	52^
9.30 - 10.00							A	20.1	28	1684	1643	767	296	850	273	504	489	409	280	541	184	345	321	274	171	151	76	101	50^
10.00 - 10.30							A	20.8	31	1743	1584	771	299	870	291	529	507	436	274	529	169	342	320	274	170	135	48^	50^	25^
10.30 - 11.00							A	20.4	32	1710	1579	789	295	875	285	533	518	453	271	529	164	352	323	281	163	125	49^	50^	26^
NBC NEWS DIGEST-M-F					50	180	A	13.7	21	1148	1862	684	253	768	241	416	376	359	306	640	246	404	334	292	204	171	82	283	180
1 MTU THF	8.58P	1	NBC	N		87	B	13.0	20	1089	1836	669	241	751	237	413	377	347	290	617	222	372	323	295	210	188	87	280	187
1 WED.	9.15P	1																											
2 M-F	8.58P	1																											
NBC NEWS DIGEST-2-M-F					23	188	A	14.0	21	1173	1847	748	287	866	332	544	467	397	272	670	268	449	393	319	179	180	97	131	79
1 TUE.	9.59P	1	NBC	N		92	B	13.1	20	1098	1742	740	283	836	331	546	475	375	242	582	240	395	340	265	152	175	103	149	97
1 THU.	9.58P	1																											
2 MON.	9.56P	1																											
2 WED.	9.58P	1																											
2 FRI.	9.52P	1																											
NBC NEWS DIGEST-SAT					10	179	A	11.4	18	955	1815	734	242	806	232	416	353	347	350	437	178	250	180	165	154	184	82^	388	261
SAT.	8.58P	1	NBC	N		87	B	11.2	19	939	1906	696	242	756	228	423	374	353	231	536	172	297	282	244	187	207	100	407	287

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PROGRAM AUDIENCE ESTIMATES (Alphabetic)

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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																
WK # DAY		START TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-OF-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)					
															TOTAL	18-34	WOMEN 18-49		25-54	35-64	55+	TOTAL	18-34	MEN 18-49		25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11		
EVENING CONT'D																																
SIMON & SIMON																																
THU.		9.00P	60	CBS	PD		10	204	200	A	22.4	36	1877	1821	820	303	918	306	507	477	432	344	646	226	386	353	333	218	115	62	142	87
		9.00 - 9.30								B	24.0	37	2011	1709	767	262	849	270	478	447	405	313	619	217	381	347	303	198	115	47	126	80
		9.30 - 10.00								A	22.0	36	1844	1843	817	304	918	306	509	473	431	345	663	230	393	362	343	224	122	63	140	82
										A	22.8	36	1911	1791	819	299	912	305	500	478	428	342	627	217	374	346	326	213	111	63	141	91
60 MINUTES																																
1 SUN.		7.35P	60	CBS	DN		12	206	204	A	26.5	39	2221	1610	694	272	739	161	345	351	376	344	710	180	372	370	386	271	83	29	78	45
2 SUN.		7.00P	60							B	23.5	36	1969	1634	720	290	773	193	350	344	354	368	690	188	350	347	341	283	87	38	84	53
		7.00 - 7.30								A	25.9	39	2170	1535	694	267	738	172	345	353	347	345	673	172	326	327	349	281	51	22	73	44
		7.30 - 8.00								A	26.1	39	2187	1614	701	285	750	161	350	350	378	355	714	184	368	364	379	276	67	25	83	48
		8.00 - 8.30								A	28.2	41	2363	1664	681	252	719	149	338	352	397	328	736	184	418	416	427	255	128	40	81	41
T.J. HOOKER																																
SAT.		8.00P	60	ABC	OP		10	194	186	A	16.4	26	1374	1701	704	238	800	172	357	351	423	381	623	162	310	286	321	279	148	65	130	90
		8.00 - 8.30								B	16.1	27	1349	1747	701	250	785	194	371	365	386	359	615	170	318	293	307	262	129	65	218	145
		8.30 - 9.00								A	15.3	25	1282	1661	686	224	776	143	324	335	424	384	638	166	309	287	322	288	130	60	117	84
										A	17.4	27	1458	1738	720	252	821	197	386	365	424	378	610	156	309	283	322	275	165	68	142	95
THAT'S INCREDIBLE																																
MON.		8.00P	60	ABC	PV		11	201	204	A	16.4	24	1374	1902	645	293	692	209	382	338	325	276	647	260	397	304	261	210	233	96	330	230
		8.00 - 8.30								B	14.9	23	1249	1886	632	294	691	219	400	359	307	251	660	247	413	347	295	207	207	87	328	230
		8.30 - 9.00								A	15.5	22	1299	1923	656	302	700	207	382	342	333	277	640	250	379	300	264	215	235	93	348	228
										A	17.2	24	1441	1887	639	283	685	211	381	336	319	274	654	270	415	310	260	205	231	97	317	232
THREE'S COMPANY																																
TUE.		9.00P	30	ABC	CS		8	204	206	A	16.9	25	1416	1707	691	308	796	347	509	422	304	225	488	205	335	270	217	119	244	123	179	100
		9.00 - 10.30								B	17.3	26	1450	1772	684	283	771	316	496	415	324	227	537	216	344	316	241	143	241	151	223	161
TRAPPER JOHN, M.D.																																
1 SUN.		10.35P	60	CBS	GD		10	200	199	A	17.0	29	1425	1455	750	238	861	283	433	384	354	375	477	176	262	224	209	170	84	43	33	30
2 SUN.		10.00P	60							B	16.6	28	1391	1438	734	250	831	241	394	374	363	384	489	161	272	242	222	188	81	44	37	30
		10.00 - 10.30								A	18.1	29	1517	1609	759	257	893	354	486	430	309	356	532	223	315	244	213	177	123	62	61	56
		10.30 - 11.00								A	16.8	27	1408	1530	755	237	890	303	453	382	349	384	507	196	288	236	216	176	97	45	36	33
		11.00 - 11.30								A	16.4	30	1374	1183	743	216	785	191	361	341	403	380	379	100	170	181	197	160	19	19	LT	LT
TRAUMA CENTER																																
1 THU.		9.00P	60	ABC	GD		3	191		A	11.1	19	930	1883	650	229	752	309	497	378	343	240	670	276	536	404	317	104	292	134	169	124
		9.00 - 9.30								B	11.8	18	989	1826	689	230	763	298	519	420	363	212	607	241	439	358	284	135	245	101	211	136
		9.30 - 10.00								A	11.1	20	930	1867	640	231	756	319	498	358	334	249	668	278	535	393	312	105	268	126	175	117
										A	11.1	19	930	1889	657	222	744	297	495	395	351	230	667	272	535	412	319	102	316	142	162	128
20/20																																
1 THU.		10.00P	60	ABC	DN		11	199	196	A	11.5	19	964	1697	669	244	731	215	371	379	380	273	675	246	433	410	304	197	186	79	105	62
2 THU.		8.00P	60							B	14.0	23	1173	1521	707	272	764	208	424	408	411	283	621	186	356	365	316	204	85	43	51	30
		8.00 - 8.30								A	10.8	17	905	1655	630	269	697	209	348	346	352	275	676	295	431	399	260	202	139	70	143	89
		8.30 - 9.00								A	11.6	18	972	1691	559	267	631	225	361	356	305	205	693	355	499	455	245	157	183	83	184	104
		10.00 - 10.30								A	11.5	21	964	1743	759	259	812	206	405	423	451	310	657	157	401	394	361	207	220	84	54	40
		10.30 - 11.00								A	11.8	21	989	1696	742	182	792	224	375	387	410	312	667	173	394	401	348	217	197	77	40	22
WE GOT IT MADE																																
THU.		9.00P	30	NBC	CS		11	194	202	A	12.7	21	1064	1920	726	319	845	376	536	416	283	275	608	261	414	338	272	163	231	152	236	167
										B	15.5	24	1299	1793	713	297	811	314	501	418	326	271	571	244	375	328	244	155	204	131	207	143
WEBSTER																																
FRI.		8.30P	30	ABC	CS		11	204	195	A	16.4	27	1374	1870	714	264	792	237	446	437	396	299	570	190	372	350	298	153	213	115	295	194
										B	16.7	28	1399	1794	770	317	874	305	513	454	387	311	511	179	312	289	235	165	160	92	249	175
WHIZ KIDS																																
WED.		8.00P	60	CBS	A		8	198	194	A	11.8	18	989	1917	738	302	821	282	462	387	372	315	468	171	255	266	218	169	222	77	406	283
		8.00 - 8.30								B	13.1	20	1098	1914	711	287	795	293	483	414	339	270	505	203	327	289	232	145	216	90	398	287
		8.30 - 9.00								A	11.6	18	972	1885	720	283	799	264	433	358	360	324	481	166	257	268	232	183	206	80	399	280
										A	11.9	18	997	1951	759	319	843	298	491	419	386	305	457	176	252	262	207	158	238	73	413	288

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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
																VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	
WK #	DAY	START TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	WOMEN						MEN						TEENS (12-17)		CHILDREN (2-11)					
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11						
LATE FRINGE CONT'D																																	
FRIDAY NIGHT VIDEO-CONT'D																																	
1.00 - 1.30																																	
1.30 - 2.00																																	
LATE MOVIE I																																	
MTWTH 11.30P 70 CBS FF 88 88																																	
WED. 11.30P 71																																	
1 FRI. 11.30P 66																																	
2 FRI. 11.30P 76																																	
11.30 - 12.00																																	
12.00 - 12.30																																	
12.30 - 1.00																																	
LATE MOVIE II																																	
1 MON. 12.40A 54 CBS FF 88 88																																	
TUE. 12.40A 48																																	
1 WED. 12.41A 51																																	
1 THU. 12.40A 50																																	
1 FRI. 12.36A 48																																	
2 MON. 12.40A 50																																	
2 WED. 12.41A 42																																	
2 THU. 12.40A 46																																	
2 FRI. 12.46A 47																																	
12.30 - 1.00																																	
1.00 - 1.30																																	
NBC LATE NIGHT MOVIE																																	
1 SUN. 11.30P 60 NBC FF 41 42																																	
2 SUN. 11.30P 120																																	
11.30 - 12.00																																	
12.00 - 12.30																																	
12.30 - 1.00																																	
1.00 - 1.30																																	
NBC NEWS OVERNIGHT-M-F																																	
1 MON. 1.30A 45 NBC N 90 90																																	
1 TUE. 1.30A 41																																	
1 WED. 1.30A 44																																	
1 THU. 1.30A 43																																	
1 FRI. 2.00A 47																																	
2 M & TU 1.30A 43																																	
2 WED. 1.30A 29																																	
2 THU. 1.30A 42																																	
2 FRI. 2.00A 41																																	
1.30 - 2.00																																	
2.00 - 2.30																																	
2.30 - 3.00																																	
SATURDAY NIGHT																																	
1 SAT. 11.30P 80 NBC GV 99 98																																	
2 SAT. 11.30P 81																																	
11.30 - 12.00																																	
12.00 - 12.30																																	
12.30 - 1.00																																	

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PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST DEC. 1983 REPORT

PROGRAM NAME		T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																							
								VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																							
								TOTAL					WOMEN					MEN													
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+								
WEEKDAY DAYTIME CONT'D																															
CBS MORNING NEWS 2-THU(B)	1 THU.	8.30A	30	CBS	N	136	76	A	3.2	10	268	2246	964	512	964	218	389	330	362	490	773	306	411	474	373	299	121	54	388	177	
CBS NEWS SPECIAL REPORT(S)	2 MON.	10.56A	18	CBS	N	199	99	A	7.4	27	620	1147	668	123	694	173	269	253	259	389	373	47	134	154	195	219	14	14	66	LT	
CBS NFL FTBL PRE-THU.(S)	1 THU.	3.30P	30	CBS	SC	207	99	A	8.6	22	721	2094	583	360	628	253	404	356	300	201	896	287	534	541	503	286	279	95	291	177	
CBS NFL FTBL GAME-THU.(S)	1 THU.	4.00P	190	CBS	SE	207	99	A	20.9	50	1751	2140	524	232	610	252	378	323	272	187	1079	417	680	595	522	319	208	65	243	203	
		4.00 - 4.30						A	19.9	51	1668	2270	583	262	634	316	425	368	245	168	1151	474	729	647	522	341	211	50	274	220	
		4.30 - 5.00						A	21.5	54	1802	2183	525	261	585	279	390	327	234	162	1133	438	707	607	535	356	228	75	237	198	
		5.00 - 5.30						A	21.8	53	1827	2168	442	209	544	210	327	282	256	175	1121	430	718	629	544	318	230	72	273	227	
		5.30 - 6.00						A	20.5	49	1718	2147	509	181	597	245	374	326	268	185	1058	423	683	597	504	307	211	67	281	227	
		6.00 - 6.30						A	22.0	50	1844	2066	501	210	597	221	356	293	283	192	1053	376	657	578	543	318	193	58	223	202	
		6.30 - 7.00						A	20.7	46	1735	2065	554	235	660	247	388	327	308	210	1011	390	644	553	500	287	202	65	192	167	
		7.00 - 7.30						A	17.9	39	1500	1928	642	346	760	261	426	374	372	260	844	274	478	430	474	275	139	56	185	131	
CHILDRENS MYSTERY THEATER(S)	1 THU.	2.30P	60	CBS	CL	133	73	A	3.5	9	293	2007	662	392	662	238	355	353	283	271	618	201	343	420	335	198	362	31	365	106	
		2.30 - 3.00						A	3.4	9	285	2004	663	351	663	218	270	270	273	315	583	146	294	374	353	209	432	59	326	100	
		3.00 - 3.30						A	3.6	9	302	1974	648	424	648	255	427	427	284	221	640	253	387	454	308	186	292	LT	394	110	
DAYS OF OUR LIVES						47	204	207	A	6.9	22	578	1246	753	164	852	268	473	417	405	339	309	114	162	85	124	135	39	23	46	12
1 MTUWF 1.00P 60 NBC DD 99 99																															
2 M-F 1.00P 60																															
1.00 - 1.30																															
1.30 - 2.00																															
DIFFERENT STROKES M-F						47	145	146	A	3.6	15	302	1219	689	96	742	264	437	372	279	245	264	106	169	120	102	75	50	30	163	LT
1 M & W 10.00A	30	NBC	CS	83	84				B	3.6	17	302	1435	701	141	764	296	488	377	316	234	316	138	200	156	131	88	93	56	262	86
2 M-F 10.00A	30																														
DREAM HOUSE						48	181	182	A	4.4	18	369	1198	778	133	878	187	378	382	404	420	266	71	82	82	95	149	LT	LT	49	14
1 M-W 11.30A	30	NBC	QG	93	93				B	4.7	20	394	1212	740	124	818	229	356	338	335	399	249	74	107	89	88	131	33	21	112	31
2 M-F 11.30A	30																														
EDGE OF NIGHT						49	116	126	A	3.8	11	318	1469	796	182	929	438	634	506	387	265	220	100	150	104	82	66	188	147	132	54
1 M-TH 4.00P	30	ABC	DD	66	72				B	3.5	11	293	1342	710	177	895	380	577	464	382	271	201	66	117	83	105	79	128	104	118	49
1 FRI. 2.00P	30																														
2 M-F 4.00P	30																														
FAMILY FEUD						50	168	175	A	5.2	18	436	1255	692	199	789	266	462	390	376	285	280	124	163	138	105	95	74	46	112	46
M-F 12.00N	30	ABC	QP	84	86				B	4.6	18	385	1217	684	149	784	281	437	381	324	297	261	109	143	109	99	104	76	54	96	24
FESTIVAL OF LIVELY ARTS(S)						197			A	6.0	17	503	1970	807	372	829	258	526	512	426	262	560	258	392	272	205	136	121	101	460	216
1 FRI. 12.30P	60	CBS	CL	98																											
12.30 - 1.00									A	6.7	20	561	2012	838	373	877	314	602	537	419	241	558	282	381	250	159	151	109	109	468	237
1.00 - 1.30									A	5.4	16	453	1848	744	353	744	181	417	462	421	282	540	220	390	288	251	115	127	86	437	184
FLIGHT-SPACELAB (LAUNCH)(S)						205			A	5.6	20	469	1433	667	102	770	255	529	503	422	202	298	130	190	175	162	108	19	19	346	176
2 MON. 10.56A	14	ABC	N		99																										
GENERAL HOSPITAL						48	204	206	A	12.0	35	1006	1456	761	206	888	445	645	500	343	205	231	119	171	108	90	55	221	155	116	36
1 M-TH 3.00P	60	ABC	DD	99	99				B	10.9	34	913	1394	789	213	911	448	651	502	351	218	221	115	153	93	77	60	166	127	96	48
CONT'D																															

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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION													
																VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES													
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11		
WEEKDAY DAYTIME CONT'D																													
GENERAL HOSPITAL-CONT'D																													
2 M-F 3.00P 60																													
3.00 - 3.30																													
3.30 - 4.00																													
A 11.5 34 964 1433 761 196 887 450 644 494 333 204 226 113 164 102 90 57 203 137 117 37																													
A 12.5 36 1048 1467 759 215 885 440 643 499 347 207 235 122 178 111 93 53 233 169 114 36																													
GO 44 139 144 A 2.5 10 210 1271 734 181 829 229 392 362 387 366 291 71 134 129 163 110 75 56 76 38																													
1 MTUWF 12.00N 30 NBC QG 70 72 B 2.4 9 201 1219 734 151 827 230 399 372 363 370 249 61 104 76 111 127 69 46 74 36																													
2 M-F 12.00N 30																													
GOOD MORNING, AMERICA-730 50 202 203 A 4.9 23 411 1372 661 182 695 205 378 420 336 254 447 54 164 239 283 195 99 11 131 105																													
M-F 7.30A 30 ABC N 99 99 B 4.6 23 385 1300 709 207 726 241 438 442 336 239 428 70 174 217 251 194 57 LT 89 68																													
GOOD MORNING, AMERICA-830 50 198 202 A 5.7 24 478 1220 678 161 714 205 390 415 337 278 401 94 164 181 213 176 42 33 63 15																													
M-F 8.30A 30 ABC N 98 99 B 5.1 24 427 1194 739 181 776 253 447 421 348 289 322 75 125 127 152 163 24 14 72 23																													
GUIDING LIGHT 48 203 203 A 7.8 23 654 1456 890 149 985 272 461 401 393 479 185 72 100 75 69 78 185 94 101 29																													
1 M-W 3.00P 60 CBS DD 99 99 B 7.6 24 637 1343 855 150 950 273 449 395 388 450 181 64 80 57 71 95 140 81 72 24																													
2 M-F 3.00P 60																													
3.00 - 3.30																													
3.30 - 4.00																													
A 7.6 23 637 1440 901 138 995 278 454 395 385 492 183 74 100 72 62 79 160 75 102 33																													
A 8.0 23 670 1448 875 158 968 260 460 406 398 464 179 72 99 74 68 74 200 108 101 26																													
KENNER FAMILY CLASSICS-TH(S) 163 A 6.6 15 553 2094 600 210 676 203 362 331 258 255 562 212 329 318 230 197 371 55 485 318																													
1 THU. 12.30P 60 CBS CA 84																													
12.30 - 1.00																													
A 6.9 16 578 2003 594 226 719 200 368 346 312 283 569 228 334 328 225 203 245 65 470 292																													
B 6.1 15 587 1345 182 743 585 381 464 408 311 289 583 89 131 88 100 116 32 50 73 18																													
1.00 - 1.30																													
A 6.2 14 520 2212 616 195 637 205 356 317 200 232 553 195 321 310 234 190 516 45 506 345																													
KENNER FAMILY CLASSICS-FR(S) 170 A 5.5 16 461 2167 619 67 644 213 484 462 403 160 405 232 232 219 119 100 282 219 836 548																													
1 FRI. 11.00A 60 CBS CA 85																													
11.00 - 11.30																													
11.30 - 12.00																													
A 5.2 16 436 2060 668 103 695 241 524 480 425 171 404 247 247 235 95 105 216 167 745 451																													
A 5.9 17 494 2211 560 31 582 182 436 436 373 146 394 210 210 197 137 93 336 261 899 623																													
LAUNCH OF COLUMBIA(S) 203 A 6.9 25 578 1087 614 114 764 220 305 340 264 373 290 62 77 94 121 162 LT LT 33 LT																													
2 MON. 10.49A 25 NBC N 99																													
LOVING 50 197 203 A 4.2 15 352 1182 644 142 735 326 500 382 281 209 236 111 156 121 85 58 106 94 105 48																													
M-F 11.30A 30 ABC DD 96 97 B 3.7 15 310 1192 721 168 809 358 534 425 328 225 219 97 128 88 71 82 87 76 77 25																													
MACY'S THANKSGIVING PARADE(S) 203 A 15.0 35 1257 2094 761 395 867 291 469 397 371 348 582 153 270 305 314 243 241 147 404 236																													
1 THU. 9.00A 180 NBC AC 99																													
9.00 - 9.30																													
9.30 - 10.00																													
10.00 - 10.30																													
10.30 - 11.00																													
11.00 - 11.30																													
11.30 - 12.00																													
A 10.0 29 838 1869 657 349 724 202 340 327 327 328 500 104 188 241 284 243 247 161 398 256																													
A 12.7 32 1064 2081 755 426 832 287 443 392 379 326 514 127 227 272 289 223 209 140 526 335																													
A 15.0 35 1257 2208 776 437 901 327 512 424 384 331 588 148 274 325 332 241 234 155 485 278																													
A 16.7 37 1399 2249 835 462 929 331 533 425 384 347 605 164 294 326 326 243 302 176 413 242																													
A 17.4 38 1458 2099 738 382 907 298 489 416 378 378 598 168 294 321 312 235 242 139 352 201																													
A 18.3 40 1534 1975 768 315 849 279 450 371 353 359 632 178 290 316 324 263 204 111 290 154																													
MATCH GM/HOLLYWOOD SQS HR 24 138 140 A 2.9 9 243 1329 616 86 818 300 390 240 279 374 383 145 194 153 164 147 70 50 58 29																													
1 MTUWF 3.00P 60 NBC QG 76 76 B 3.0 9 251 1316 665 77 771 242 349 263 295 373 350 112 187 159 160 137 77 41 118 55																													
2 M-F 3.00P 60																													
3.00 - 3.30																													
3.30 - 4.00																													
A 2.7 8 226 1305 562 71 805 292 385 239 292 367 376 164 204 146 150 137 66 53 58 31																													
A 3.1 9 260 1296 642 92 803 301 377 223 256 373 365 123 173 143 166 150 74 46 54 27																													
NBC NEWS AT SUNRISE 50 169 170 A 1.4 13 117 1214 718 153 718 111 333 376 436 316 419 129 231 308 205 111 51 LT LT LT																													
M-F 6.30A 30 NBC N 90 90 B 1.5 14 126 1242 634 238 683 129 291 366 367 303 472 101 224 298 241 165 LT LT 68 62																													

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PROGRAM NAME						T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																		
												VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																		
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	K E Y	AVG. AUD. SHARE %	AVG. AUD. (0,000) %	TOTAL PERSONS (2+)	LADY WORK- ING HOUSE WOM.	TOTAL	18- 34	WOMEN 18- 49	25- 54	35- 64	55+	TOTAL	18- 34	WOMEN 18- 49	25- 54	35- 64	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11				
WEEKDAY DAYTIME CONT'D																														
NCAA FOOTBALL-CBS FRI(S)						201		A	8.2	23	687	1432	361 128^	387	132^	165^	141^	149^	195^	882	288^	503	431	438	328^	83v	35v	80v	54v	
1 FRI. 1.30P 106 CBS SE						99																								
& 3.59P 61																														
1.30 - 2.00								A	6.6	19	553	1477	421 163^	432	120^	188^	192^	192^	212^	904	325^	521	441	419	312^	53v	18v	88v	56v	
2.00 - 2.30								A	8.4	24	704	1585	413 170^	428	174^	230^	199^	162^	173^	946	353	551	478	419	342	88^	40v	123^	44v	
2.30 - 3.00								A	9.2	26	771	1451	336 136^	363	164^	187^	135^	138^	157^	921	339	561	477	444	316	70v	25v	97^	62v	
3.00 - 3.30								A	7.6	22	637	1381	328^	129^	345^	142^	85v	114^	185^	867	274^	540	433	417	303^	89v	21v	80v	80v	
4.00 - 4.30								A	7.4	20	620	1403	342^	113^	369^	109^	123^	108^	124^	213^	867	233^	460	404	494	349^	90v	44v	77v	77v
4.30 - 5.00								A	9.9	26	830	1306	339 76^	385	94^	120^	109^	158^	229^	794	213^	420	360	429	325	97^	46v	30v	30v	
NCAA FOOTBALL SP-PRE(S)						208		A	5.8	17	486	1564	856 247^	889	311^	559	500	411^	275^	449^	148^	242^	235^	199^	144^	144^	51v	82v	42v	
1 FRI. 2.30P 15 ABC SC						99																								
NCAA FOOTBALL SPECIAL(S)						208		A	8.0	21	670	1264	420 141^	453	134^	224^	190^	204^	216^	659	204^	378	364	340^	216^	82v	37v	70v	39v	
1 FRI. 2.45P 199 ABC SE						99																								
2.30 - 3.00								A	5.2	15	436	1360	759 179^	793	234^	475^	424^	431^	261^	433^	191^	214^	181^	152^	157^	98v	48v	36v	LT	
3.00 - 3.30								A	7.2	21	603	1376	473 179^	491	188^	300^	245^	199^	181^	689	218^	383	413	366^	197^	136^	68v	60v	26v	
3.30 - 4.00								A	8.8	25	737	1286	429 152^	456	165^	243^	179^	171^	204^	658	197^	377	386	344	198^	77v	46v	95^	61v	
4.00 - 4.30								A	6.8	18	570	1307	430 164^	455	123^	230^	181^	173^	225^	660	219^	386^	364^	307^	210^	108^	55v	84v	67v	
4.30 - 5.00								A	5.8	15	486	1113	384^	408^	95v	167^	142^	172^	241^	545	162^	300^	309^	274^	182^	108v	47v	52v	37v	
5.00 - 5.30								A	10.1	25	846	1217	296 95^	344	87^	138^	114^	165^	206^	734	209^	444	398	409	251^	58v	13v	81^	35v	
5.30 - 6.00								A	10.3	23	863	1258	414 136^	447	113^	190^	187^	239^	232^	708	211^	409	371	377	255^	44v	13v	59v	30v	
NEWSBREAK-11.57						49	179	180	A	7.2	28	603	1275	723 128	823	222	365	332	355	421	307	80^	121	110	128	161	15v	13v	130	21v
1.30 - 1.30																														
1 M-W 11.57A 2 CBS N 89 90								B	7.3	30	612	1223	690 117	786	243	364	313	307	379	318	95	139	108	114	167	25	14	94	22	
1 FRI. 10.57A 2																														
2 M-F 11.57A 2																														
NEWSBREAK-3.57						48	186	186	A	6.4	18	536	1377	870 191	966	275	472	398	379	465	176	57^	83^	60^	68^	86^	125	78^	110	34^
1 M-W 3.57P 2 CBS N 94 94								B	6.2	18	520	1320	836 164	933	273	454	389	386	433	178	59	78	52	78	95	129	85	80	31	
2 M-F 3.57P 2																														
NFL '83 NBC-THU(S)						205		A	13.8	31	1156	1688	566 161^	610	198^	340	268	270	249	790	257	429	409	423	295	123^	34v	165^	84^	
1 THU. 12.00N 30 NBC SC 99																														
NFL FTBL GAME NBC-THU(S)						205		A	21.1	49	1768	1782	448 183	472	177	257	233	224	176	1037	419	666	576	511	297	154	36^	119^	69^	
1 THU. 12.30P 190 NBC SE 99																														
12.30 - 1.00								A	18.6	43	1559	1772	464 158	477	172	246	214	211	195	975	365	604	530	504	291	147	34v	173	86^	
1.00 - 1.30								A	21.3	48	1785	1830	422 172	431	157	232	230	209	168	1087	450	715	620	523	297	181	43^	131	67^	
1.30 - 2.00								A	22.3	50	1869	1801	454 183	468	166	236	225	216	198	1046	438	684	585	508	293	170	33^	117^	72^	
2.00 - 2.30								A	21.9	53	1835	1815	451 207	479	194	256	238	229	183	1062	445	708	606	526	283	162	42^	112^	72^	
2.30 - 3.00								A	22.0	53	1844	1742	427 179	464	166	241	214	230	178	1049	415	667	563	522	312	148	35^	81^	50^	
3.00 - 3.30								A	21.1	51	1768	1700	457 206	490	185	303	258	245	147	996	403	620	544	474	303	126^	31v	88^	56^	
3.30 - 4.00								A	18.9	47	1584	1893	500 159	545	204	346	301	262	144^	1047	382	625	550	531	345	135^	44^	166	102^	
NFL FTBL POST NBC-THU(S)						204		A	12.5	31	1048	1719	461 132^	521	201^	306	259	238	155^	934	322	519	493	459	348	117^	45v	147^	79^	
1 THU. 3.40P 20 NBC SC 99																														
ONE LIFE TO LIVE						49	202	205	A	8.0	26	670	1352	800 225	900	443	637	513	351	204	204	108	151	111	79^	44^	155	87	93	25^
1 M-W 2.00P 60 ABC DD 99 99								B	7.8	27	654	1318	817 237	933	464	678	535	357	206	219	119	160	107	71	51	99	68	67	21	
1 THU. 2.02P 58																														
2 M-F 2.00P 60																														
2.00 - 2.30								A	7.7	25	645	1327	793 230	899	441	635	512	352	203	200	105	151	112	79^	42^	146	77^	82^	21v	
2.30 - 3.00								A	8.4	27	704	1347	792 212	886	443	630	502	337	202	208	111	153	109	75^	47^	154	91	99	29^	

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION															
																VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES															
WK #	START DAY	TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	K E Y	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK- OF HOUSE WOM.	ING	WOMEN	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11			
WEEKDAY DAYTIME CONT'D																															
PRESS YOUR LUCK																															
1 M & W 10.30A 30 CBS QP 51 161 160 A 4.8 20 402 1204 643 104^ 735 182 306 296 296 392 269 94^ 157 122^ 95^112^ 61^ 22^ 139^ LT																															
2 MON. 10.30A 26 4.0 18 335 1226 688 138 775 217 346 307 309 393 299 99 159 124 98 136 25 LT 127 34																															
2 TU-F 10.30A 30 5.7 18 478 1868 792 48^ 813 109^ 493 493 457^320^ 370^174^ 174^120^ 149^144^ 159^159^ 526 246^																															
PRICE IS RIGHT 1-FRI(B)																															
1 FRI. 10.00A 30 CBS AP 158 A 5.7 18 478 1868 792 48^ 813 109^ 493 493 457^320^ 370^174^ 174^120^ 149^144^ 159^159^ 526 246^																															
PRICE IS RIGHT 2-FRI(B)																															
1 FRI. 10.30A 30 CBS AP 154 A 7.2 22 603 1391 713 128^ 741 170^ 377^328^ 322^364^ 290^ 87^ 87^ 85^ 174^152^ 134^134^ 226^ 161^																															
PRICE IS RIGHT 1																															
1 M & W 11.00A 30 CBS AP 48 201 204 A 6.8 28 570 1240 691 118 791 180 305 302 323 441 330 93^ 139 123 122 166 8^ LT 111 9^																															
1 TUE. 11.23A 7 6.5 29 545 1248 689 111 779 225 353 304 292 391 342 95 147 126 122 181 29 14 98 21																															
2 MON. 11.14A 16																															
2 TU-F 11.00A 30																															
PRICE IS RIGHT 2																															
1 M-W 11.30A 30 CBS AP 48 202 204 A 8.7 36 729 1273 690 121 785 202 327 314 338 411 360 98 159 142 142 178 16^ 7^ 112 8^																															
2 M-F 11.30A 30 8.6 37 721 1243 681 107 770 224 348 305 298 384 351 98 153 127 128 184 27 14 95 19																															
RYAN'S HOPE																															
M-F 12.30P 30 ABC DD 50 174 178 A 5.1 17 427 1384 787 251 904 393 623 496 353 237 227 111^ 175 129^ 96^ 44^ 123^ 68^ 130^ 29^																															
M-F 12.30P 30 ABC DD 93 94 B 4.6 17 385 1262 770 219 883 449 623 493 303 208 211 107 144 91 63 62 74 51 94 18																															
SALE OF THE CENTURY																															
M-F 12.30P 30 CBS DD 45 154 154 A 3.9 17 327 1300 762 110^ 814 178 391 344 357 394 384 104^ 195 195 174 147^ 28^ 15^ 74^ LT																															
1 M & W 10.30A 30 NBC QG 86 86 B 4.3 19 360 1350 738 122 820 238 405 329 336 377 324 96 150 129 129 149 71 54 135 39																															
2 MON. 10.30A 19																															
2 TU-F 10.30A 30																															
SEARCH FOR TOMORROW																															
1 MTUWF 12.30P 30 NBC DD 49 158 160 A 3.2 11 268 1194 716 142^ 821 231 363 333 400 399 243 72^ 97^ 66^ 97^131^ 33^ 26^ 97^ 19^																															
2 M-F 12.30P 30 3.1 12 260 1204 722 119 858 228 348 290 364 460 254 69 93 64 98 152 27 LT 65 20																															
SMURFS I-SPECIAL(S)																															
1 FRI. 10.00A 30 NBC CA 180 A 7.6 24 637 1661 267^ 24^ 267^116^ 201^135^ 85^ 66^ 246^ 67^ 180^206^ 139^ 40^ 233^150^ 915 514																															
SMURFS II-SPECIAL(S)																															
1 FRI. 10.30A 30 NBC CA 179 A 8.6 26 721 1671 284^ LT 284^139^ 182^142^ 92^ 73^ 201^ 57^ 138^158^ 101^ 43^ 229^154^ 957 559																															
SMURFS III-SPECIAL(S)																															
1 FRI. 11.00A 30 NBC CA 183 A 8.4 26 704 1685 341 86^ 341 125^ 224^182^ 150^117^ 231^ 91^ 178^179^ 118^ 22^ 263^172^ 850 471																															
TATTLETALES																															
1 M-W 4.00P 30 CBS QG 47 106 106 A 3.4 10 285 1193 783 113^ 920 201 286 284 295 562 210 35^ 35^ 32^ 29^168^ 31^ LT 32^ 21^																															
2 M-F 4.00P 30 3.1 9 260 1189 753 112 841 202 327 332 342 448 266 57 75 58 100 171 29 LT 53 LT																															
THANKSGIVING DAY PARADE(S)																															
1 THU. 9.00A 180 CBS AC 200 A 11.7 27 980 1995 712 265 778 238 425 375 381 287 573 202^ 361 327 279 162^ 136^ 62^ 508 277																															
9.00 - 9.30																															
9.30 - 10.00																															
10.00 - 10.30																															
10.30 - 11.00																															
11.00 - 11.30																															
11.30 - 12.00																															
TODAY SHOW-7.30AM																															
M-F 7.30A 30 NBC N 50 205 206 A 3.8 18 318 1418 799 129^ 805 139^ 349 370 377 412 502 78^ 204 192 207 276 22^ LT 89^ 72^																															
M-F 7.30A 30 NBC N 99 99 B 3.7 19 310 1333 698 162 717 131 257 324 320 380 514 105 238 234 236 238 33 LT 69 57																															

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PROGRAM NAME						I/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																															
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	K E Y	AVG. AUD. %	AVG. SHARE %	AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE WOM.	WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)																
														VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																												
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL M.															
WEEKEND DAYTIME CONT'D																																										
CBS NFL FOOTBALL G-CONT'D																																										
6.30 - 7.00																		A	14.7	24	1232	1694	433	236	433	69^	205	221	239	212	992	328	669	636	554	233	132^	6v	137^	77^		
7.00 - 7.30																		A	21.2	34	1777	1651	532	267	588	121^	281	265	286	294	837	248	494	473	454	263	106^	5v	120^	77^		
CBS NFL FOOTBALL POST																		5	201																							
2 SUN. 4.13P 22 CBS SC																		B	12.0	25	1006	1444	410	131	467	219^	278	285	194^	155^	885	410	598	561	422	190^	171^	132^	78^	73^		
CHARLIE BROWN&SNOOPY SHOW																		12	193	172																						
SAT. 10.30A 30 CBS CA																		97	85	A	5.5	18	461	1824	257	166^	296	128^	177^	138^	122^	119^	278	188^	223^	172^	68^	55v	235^	73^	1015	590
																		B	5.7	20	478	1800	296	126	353	182	236	154	119	103	281	186	233	173	72	41	304	110	862	522		
DUNGEONS AND DRAGONS																		12	197	198																						
SAT. 9.30A 30 CBS CA																		99	99	A	6.1	23	511	1740	163^	63^	200^	92^	117^	89^	37v	83^	260	122^	162^	136^	84^	82^	329	117^	951	650
																		B	6.0	23	503	1884	218	94	262	124	166	120	83	91	256	168	213	147	69	37	396	108	970	638		
FACE THE NATION																		12	125	131																						
SUN. 10.30A 30 CBS CC																		86	84	A	3.9	12	327	1404	502	126^	548	115^	229^	202^	215^	309^	605	138^	260^	306^	342^	265^	94^	37v	157^	113^
																		B	3.6	12	302	1276	496	185	522	134	234	231	231	260	591	163	284	310	331	259	79	36	84	53		
FLINTSTONE FUNNIES																		12	197	192																						
SAT. 8.00A 30 NBC CA																		97	96	A	3.4	24	285	1793	345^	39v	345^	59v	253^	276^	257^	47v	212^	169^	201^	212^	43v	LT	229^	115^	1007	692
																		B	3.1	21	260	1521	227	60	251	99	158	138	102	72	170	108	127	117	45	29	162	104	938	603		
IN THE NEWS-8.26AM																		12	174	175																						
SAT. 8.26A 3 CBS CN																		92	93	A	3.3	21	277	1368	76v	29v	188^	106v	106v	106v	LT	82v	128^	55v	73v	73v	36v	55v	161^	111^	891	545
																		B	3.8	24	318	1567	147	41	170	89	123	95	53	39	161	103	131	123	44	30	174	87	1062	705		
IN THE NEWS-9.56AM																		12	197	198																						
SAT. 9.56A 3 CBS CN																		99	99	A	5.0	19	419	1718	163^	58v	201^	98^	112^	83^	26v	89^	277^	143^	174^	136^	77^	91^	323	119^	917	604
																		B	5.2	20	436	1770	224	100	272	134	172	122	82	95	252	170	209	144	62	39	360	98	886	552		
IN THE NEWS-10.26AM																		10	191	166																						
																		A	4.4	15	369	1523	166^	55v	215^	87^	87^	73v	41v	128^	254^	163^	201^	163^	70v	53v	221^	61v	833	545		
SAT. 10.26A 3 CBS CN																		95	82	B	4.5	16	377	1681	258	95	301	142	187	123	111	102	254	150	190	145	72	62	296	69	830	514
IN THE NEWS-12.56PM(B)																		145		A	4.9	14	411	1764	346^	120v	346^	258^	258^	57v	39v	88v	353^	231^	231^	199^	62v	122v	196^	143v	869	497^
1 SAT. 12.56P 3 CBS CN																		72																								
IN THE NEWS-10.56AM																		12	193	172																						
SAT. 10.56A 3 CBS CN																		97	85	A	5.1	17	427	1803	306	211^	348	165^	220^	163^	127^	128^	305	211^	247^	185^	71^	58v	175^	64v	975	546
																		B	5.0	17	419	1727	305	136	365	192	244	158	119	107	293	193	240	183	74	46	273	97	796	473		
IN THE NEWS-11.26AM(B)																		168		A	3.8	12	318	2708	459^	251^	499^	282^	369^	301^	157v	130v	528^	336^	425^	392^	160v	103v	468^	103v	1213	912
1 SAT. 11.26A 3 CBS CN																		83																								
IN THE NEWS-11.26AM(B)																		162		A	2.8	9	235	1868	222v	141v	336^	123v	123v	107v	43v	213v	103v	103v	103v	43v	LT	LT	348^	255^	1081	537^
2 SAT. 11.26A 3 CBS CN																		81																								
KENNER FAMILY CLASSICS(S)																		73		A	3.7	7	310	2297	825	151v	861	413^	608^	547^	329^	209^	499^	283^	414^	414^	216^	85v	329^	219^	608^	213^
2 SUN. 5.00P 60 CBS CA																		48		A	3.3	6	277	2314	881	166v	917	482^	669^	576^	310^	220^	490^	298^	425^	425^	192v	65v	278^	183v	629^	238^
5.00 - 5.30																		A	4.1	7	344	2247	771	136v	800	353^	553^	510^	337^	195^	499^	268^	396^	396^	231^	103v	362^	243^	586^	190^		
5.30 - 6.00																																										
LITTLES																		12	199	200																						
SAT. 10.30A 30 ABC CA																		99	99	A	6.2	22	520	1688	186^	81^	216^	120^	164^	139^	64^	52v	150^	56v	137^	112^	94^	13v	252	63^	1070	764
																		B	5.9	21	494	1693	203	98	237	133	182	127	78	51	142	69	115	81	63	22	326	160	988	639		
MEET THE PRESS																		10	145	135																						
SUN. 12.00N 30 NBC CC																		87	84	A	2.7	8	226	1358	461^	168^	571	146^	216^	274^	252^	284^	735	230^	465^	363^	385^	270^	39v	LT	LT	LT
																		B	2.7	9	226	1230	387	172	480	104	168	198	199	279	573	155	288	285	278	257	27	LT	150	134		
MENUDO-8:25AM																		12	170	174																						
SAT. 8.25A 4 ABC CN																		88	90	A	3.7	20	310	1884	265^	136^	290^	111^	184^	185^	115^	79v	251^	25v	206^	206^	194^	45v	313^	LT	1030	587
																		B	3.3	19	277	1854	299	144	321	163	226	183	104	84	231	103	190	163	106	37	264	84	1038	685		
MENUDO-10:25AM																		12	200	200																						
SAT. 10.25A 4 ABC CN																		99	99	A	6.4	23	536	1918	250	68^	253	130^	195^	186^	92^	48v	259	72^	184^	150^	167^	75^	237	89^	1169	751
																		B	6.3	23	528	1755	204	93	230	135	177	131	71	46	150	73	122	88	70	26	315	160	1060	684		
MR. T																		12	198	199																						
SAT. 11.00A 30 NBC CA																		97	96	A	8.4	27	704	1795	234	123^	245	119^	178	171	106^	36v	196	90^	153^	108^	77^	36v	328	158^	1026	595
																		B	8.4	29	704	1861	279	117	314	177	242	177	104	57	208	113	166	128	75	39	364	157	975	548		

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST DEC. 1983 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																					
WK #		DAY		START TIME		DUR		NET TYPE		PROG.		WK 1 WK 2		KEY		AVG. AUD. SHARE %		AVG. AUD. (0,000)		TOTAL PERSONS (2+)		LADY WORK-ING OF HOUSEWOM.		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES													

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST DEC. 1983 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
														K E Y		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2			AVG. AUD. %	AVG. SHARE %	AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK- OF HOUSE WOM.	WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)						
															TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11					
WEEKEND DAYTIME CONT'D																																	
NCAA TODAY POST-CBS 6 202 A 5.5 14 461 1293 307^126v 322^102v 141^141^ 93v181^ 617 85v 256^295^ 356^291^ 64v 21v 290^ 187^																																	
2 SAT. 3.46P 14 CBS SC 99 B 6.3 17 528 1541 394 150 423 143 240 232 197 148 779 263 474 416 376 274 162 98 177 120																																	
NFL '83-NBC 12 208 199 A 5.6 13 469 1518 350 152^ 500 184^ 331 294 243^148^ 804 376 557 348 307 232^ 105^ 14v 109^ 97^																																	
1 SUN. 3.30P 30 NBC SC 99 98 B 5.2 15 436 1425 345 162 380 125 206 198 187 147 762 280 531 456 371 204 148 45 135 88																																	
2 SUN. 12.30P 30																																	
NFL FOOTBALL GAME 1-NBC 10 211 203 A 12.4 26 1039 1556 410 143 445 169 255 244 207 159 891 322 543 522 443 270 80^ 29^ 140 43^																																	
1 SUN. 4.00P 202 NBC SE 99 86 B 12.2 29 1022 1419 383 153 416 147 247 230 196 138 838 302 506 484 407 257 93 29 72 39																																	
2 SUN. 1.00P 181																																	
1.00 - 1.30 A 9.1 22 763 1598 449 180^ 531 243^ 371 336 224^123^ 843 248^ 520 427 470 275^ 62v 42v 162^ 44v																																	
1.30 - 2.00 A 11.1 25 930 1738 460 189^ 519 280 363 330 163^135^ 968 381 619 602 431 283 55v 46v 196^ 67^																																	
2.00 - 2.30 A 11.8 26 989 1720 449 136^ 497 265 332 313 158^145^ 884 350 559 534 396 258 75^ 18v 264 73^																																	
2.30 - 3.00 A 12.6 28 1056 1671 433 103^ 485 246 304 281 140^162^ 850 279 496 488 421 277 89^ 42v 247 51v																																	
3.00 - 3.30 A 13.1 28 1098 1726 449 111^ 516 264 331 295 159^160^ 852 278 483 496 434 284 139^ 47v 219 44v																																	
3.30 - 4.00 A 13.1 27 1098 1737 412 113^ 480 226 304 283 167^148^ 844 254 469 495 449 300 158^ 68^ 255 64^																																	
4.00 - 4.30 A 11.0 24 922 1594 489 157^ 489 179^ 269 299 250^180^ 982 407 670 591 478 260 50v 18v 73^ 30v																																	
4.30 - 5.00 A 12.6 28 1056 1480 359 133^ 370 85^ 185^186^ 233 157^ 991 382 654 604 496 251 45v 15v 74^ 19v																																	
5.00 - 5.30 A 14.2 30 1190 1400 351 130^ 361 84^ 191^190^ 237 140^ 910 339 573 560 469 253 44v 17v 85^ 36v																																	
5.30 - 6.00 A 13.5 27 1131 1335 322 152^ 322 48v 137^146^ 228 149^ 887 355 544 499 438 260 58^ 10v 68^ 45v																																	
6.00 - 6.30 A 13.8 27 1156 1401 377 136^ 377 75^ 180^175^ 245 165^ 890 355 520 495 409 266 70^ 10v 64^ 35v																																	
6.30 - 7.00 A 13.0 24 1089 1364 386 146^ 404 102^ 175^182^ 232 169^ 830 300 481 476 413 257 85^ 14v 45v 24v																																	
7.00 - 7.30 A 10.3 19 863 1417 487 214^ 528 167^ 235^217^ 223^242^ 741 234^ 398 447 374 255^ 107^ 36v 41v 21v																																	
7.30 - 8.00 A 6.1 11 511 1489 519 215^ 558 210^ 298^239^ 256^237^ 779 325^ 530 511 353^187^ 69v 35v 83v 37v																																	
NFL FOOTBALL GAME 2-NBC 5 207 A 16.0 29 1341 1528 389 129^ 442 162^ 260 252 217 132^ 894 344 538 449 402 297 69^ 34v 123^ 58^																																	
2 SUN. 4.00P 183 NBC SE 96 B 14.6 28 1223 1564 433 187 471 147 272 266 236 160 898 347 558 497 424 265 105 46 90 50																																	
4.00 - 4.30 A 10.9 21 913 1503 373 122^ 424 149^ 231^255 210^134^ 857 308 493 439 395 305 44v 17v 178^ 93^																																	
4.30 - 5.00 A 16.1 31 1349 1506 356 121^ 404 121^ 221 242 221 133^ 922 338 532 465 424 321 66^ 29v 114^ 49^																																	
5.00 - 5.30 A 17.4 33 1458 1565 407 138^ 454 160 257 252 217 147^ 909 320 524 446 431 313 65^ 30v 137^ 59^																																	
5.30 - 6.00 A 17.0 31 1425 1454 391 120^ 433 165 245 237 198 135^ 894 323 534 449 413 301 40v 27v 87^ 31v																																	
6.00 - 6.30 A 17.3 29 1450 1529 378 139^ 439 182 283 262 203 116^ 911 389 581 461 386 278 65^ 34v 114^ 62^																																	
6.30 - 7.00 A 17.4 29 1458 1588 402 127^ 464 178 288 257 235 121^ 872 372 550 435 371 270 124^ 62^ 128^ 65^																																	
NFL FOOTBALL POST 2 NBC 4 207 A 11.1 18 930 1772 522 149^ 663 283 448 355 328 151^ 813 361 549 423 360 241^ 135^ 84^ 161^ 99^																																	
2 SUN. 7.03P 13 NBC SC 96 B 10.3 17 863 1769 501 234 591 213 383 334 299 168 837 365 556 465 366 230 170 69 171 106																																	
NFL FOOTBALL POST NBC(B) 89 A 6.0 12 503 1509 478 239^ 513 235^ 354^326^ 219^140^ 851 289^ 522 571 447^199^ 96v 55v 49v 18v																																	
1 SUN. 4.10P 10 NBC SC 55																																	
ONE TO GROW ON-8:28AM 1 193 A 4.1 25 344 2233 380^ LT 380^130v 306^380^ 250^ LT 279^250^ 279^279^ 29v LT 407^179^ 1167 763																																	
2 SAT. 8.28A 2 NBC CN 96 B 4.1 25 344 2233 380 LT 380 130 306 380 250 LT 279 250 279 279 29 LT 407 179 1167 763																																	
ONE TO GROW ON-8:58AM 12 203 203 A 4.6 22 385 1860 431 148^ 459 177^ 340 293^ 255^ 80^ 190^134^ 151^151^ 36v 39v 246^179^ 965 500																																	
SAT. 8.58A 2 NBC CN 98 98 B 4.5 22 377 1667 282 125 303 175 235 180 106 45 164 115 130 103 34 34 209 136 991 540																																	
ONE TO GROW ON-10:28AM 12 206 210 A 9.1 31 763 2109 328 145^ 364 225 301 230 114^ 31v 198 129^ 162 131^ 57^ 21v 480 214 1067 639																																	
SAT. 10.28A 2 NBC CN 99 99 B 8.8 32 737 1874 304 141 341 180 277 210 131 45 206 138 172 131 53 23 359 158 968 564																																	
ONE TO GROW ON-10:58AM 12 194 195 A 7.7 25 645 1929 239 110^ 276 199 234 181^ 66^ 19v 230 151^ 188 131^ 56^ 27v 324 141^ 1099 671																																	
SAT. 10.58A 2 NBC CN 94 92 B 7.8 27 654 1822 272 128 315 173 251 188 105 51 208 126 164 130 58 31 336 154 963 557																																	
ONE TO GROW ON-12:28PM 1 147 A 7.2 23 603 1794 202^ 63v 226^ 53v 147^ 94v 94v 79v 240^120^ 240^174^ 120^ LT 539 236^ 789 455																																	
2 SAT. 12.28P 2 NBC CN 74 B 7.2 23 603 1794 202 63 226 53 147 94 94 79 240 120 240 174 120 LT 539 236 789 455																																	

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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
																VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	K E Y	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11							
WEEKEND DAYTIME CONT'D																																	
PAC-MAN SAT. 9.30A 30 ABC CA 12 200 200 A 5.5 21 461 2011 344 87 344 149 296 282 147 48 269 40 199 197 199 60 248 87 1150 711																																	
SAT. 9.30A 30 ABC CA 99 99 B 5.6 22 469 1708 212 77 236 120 183 152 82 45 142 53 114 110 78 22 224 137 1106 698																																	
PLASTICMAN SAT. 10.00A 30 CBS CA 6 191 166 A 4.1 14 344 1590 180 55 232 105 105 87 38 127 329 227 259 166 70 70 230 72 799 524																																	
SAT. 10.00A 30 CBS CA 95 82 B 4.6 16 385 1733 299 118 364 201 248 137 99 107 217 135 168 110 54 49 241 61 911 533																																	
PUPPY-FURTHER ADVENTURES SAT. 11.00A 30 ABC CA 12 182 185 A 6.2 20 520 1629 256 52 350 210 267 158 72 68 316 197 241 152 80 58 157 157 806 535																																	
SAT. 11.00A 30 ABC CA 89 93 B 5.8 20 486 1692 270 135 329 200 266 168 93 51 253 159 213 138 74 33 232 166 878 534																																	
RASCALS/RICHIE RICH SAT. 8.30A 30 ABC CA 12 185 189 A 4.3 20 360 1953 282 125 305 102 211 234 175 51 264 59 225 194 183 39 289 14 1095 660																																	
SAT. 8.30A 30 ABC CA 94 97 B 4.0 19 335 1832 271 132 293 126 207 170 128 70 249 111 210 170 121 35 263 107 1027 641																																	
RUBIK, THE AMAZING CUBE SAT. 10.00A 30 ABC CA 12 200 200 A 6.6 24 553 1924 273 86 273 139 214 198 102 50 247 87 177 125 142 70 235 87 1169 756																																	
SAT. 10.00A 30 ABC CA 99 99 B 6.7 25 561 1773 210 92 236 140 190 142 73 39 158 82 131 91 69 25 300 153 1079 705																																	
SATURDAY SUPERCARDE SAT. 8.30A 60 CBS CA 12 188 188 A 5.1 24 427 1838 194 85 265 135 188 153 64 77 223 70 120 121 96 83 191 35 1159 784																																	
SAT. 8.30A 60 CBS CA 95 95 B 5.7 27 478 1838 220 80 242 106 160 120 87 73 206 106 163 134 74 39 279 89 1111 760																																	
8.30 - 9.00 A 4.6 24 385 1883 182 83 273 138 217 179 79 56 184 41 83 115 91 69 189 38 1237 839																																	
9.00 - 9.30 A 5.6 24 469 1783 198 82 253 134 160 125 46 93 246 93 146 127 98 85 193 31 1091 734																																	
SCHOOLHOUSE ROCK-11:55AM SAT. 11.55A 4 ABC CN 12 182 185 A 5.7 18 478 1485 168 34 211 119 164 112 60 32 302 170 233 106 80 69 58 58 914 632																																	
SAT. 11.55A 4 ABC CN 89 92 B 5.6 19 469 1704 299 150 356 208 284 174 105 56 254 150 203 121 75 45 219 142 875 519																																	
SCOOBY & SCRAPPY DOO SHOW SAT. 11.30A 30 ABC CA 12 182 185 A 6.4 20 536 1448 183 32 238 141 188 116 66 31 283 138 215 118 94 68 69 69 858 586																																	
SAT. 11.30A 30 ABC CA 89 92 B 6.2 21 520 1710 294 146 351 214 286 166 99 51 244 143 200 123 75 39 233 149 882 524																																	
SHIRT TALES SAT. 8.30A 30 NBC CA 12 203 203 A 4.3 22 360 1883 405 122 433 143 314 296 258 79 201 143 158 158 34 43 287 185 962 514																																	
SAT. 8.30A 30 NBC CA 98 98 B 4.1 21 344 1635 250 101 275 144 208 173 108 46 160 109 124 93 31 36 223 141 977 559																																	
SKINS GAME-SAT.(S) 1 SAT. 4.00P 120 NBC SE 164 A 4.4 11 369 1480 532 257 607 171 187 225 276 368 811 155 429 509 412 290 LT LT 54 54																																	
4.00 - 4.30 A 3.9 10 327 1495 621 204 666 168 168 291 342 375 829 214 426 560 346 269 LT LT LT LT																																	
4.30 - 5.00 A 3.9 10 327 1575 507 275 577 158 158 210 266 367 841 178 386 481 389 332 LT LT 157 157																																	
5.00 - 5.30 A 4.7 11 394 1503 495 287 576 188 188 212 253 364 847 124 475 550 510 297 26 LT 54 54																																	
5.30 - 6.00 A 5.2 12 436 1330 502 245 596 160 213 190 250 363 706 112 403 440 372 254 LT LT 21 21																																	
SKINS GAME-SUN.(S) 1 SUN. 1.30P 110 NBC SE 172 A 5.6 12 469 1435 558 226 575 163 217 254 253 304 768 245 328 343 339 315 37 15 55 11																																	
1.30 - 2.00 A 4.5 10 377 1472 606 281 617 256 291 307 181 273 707 231 303 341 340 274 106 67 42 14																																	
2.00 - 2.30 A 5.4 12 453 1413 565 245 583 197 245 271 247 287 760 191 294 313 370 342 LT LT 62 LT																																	
2.30 - 3.00 A 6.5 14 545 1393 494 179 516 95 147 198 261 318 803 282 363 351 329 325 19 LT 55 LT																																	
3.00 - 3.30 A 6.4 13 536 1530 650 226 665 132 198 258 279 407 785 306 389 391 308 274 19 LT 61 13																																	
SMURFS I SAT. 9.00A 30 NBC CA 12 210 210 A 6.0 25 503 1942 287 176 322 184 254 210 132 37 212 146 159 138 43 33 424 267 984 524																																	
SAT. 9.00A 30 NBC CA 99 99 B 5.9 25 494 1812 257 110 294 180 229 159 92 40 212 143 179 136 56 22 308 174 998 536																																	
SMURFS II SAT. 9.30A 30 NBC CA 12 210 210 A 8.2 31 687 1946 292 166 325 220 280 202 95 22 191 141 166 130 40 10 397 211 1033 558																																	
SAT. 9.30A 30 NBC CA 99 99 B 7.8 30 654 1876 282 126 328 195 264 186 111 39 214 135 180 150 66 19 316 162 1018 559																																	
SMURFS III SAT. 10.00A 30 NBC CA 12 206 210 A 9.1 32 763 2050 328 159 371 237 313 238 113 25 193 127 160 137 54 17 476 214 1010 594																																	
SAT. 10.00A 30 NBC CA 99 99 B 8.6 31 721 1902 306 144 346 189 284 210 129 41 209 143 177 139 55 21 364 160 983 566																																	
SPIDERMAN/HULK 1 SAT. 11.30A 30 NBC CA 12 163 146 A 6.3 20 528 1977 241 130 243 148 200 172 79 37 206 113 170 144 79 24 449 204 1079 573																																	
SAT. 11.30A 30 NBC CA 86 74 B 5.9 20 494 1807 282 148 302 174 231 165 104 56 231 141 177 148 71 39 394 154 880 475																																	
SPIDERMAN/HULK 2 SAT. 12.00N 30 NBC CA 12 161 147 A 6.9 21 578 2010 233 109 263 142 197 139 83 60 306 199 278 229 99 18 493 218 948 516																																	
SAT. 12.00N 30 NBC CA 86 74 B 6.1 20 511 1832 324 162 352 189 260 187 126 79 254 159 190 150 71 42 367 145 859 490																																	

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PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

1ST DEC. 1983

REF. 1000

PROGRAM NAME										AUDIENCE COMPOSITION																						
T/C THIS SEASON					NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																						
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	WOMEN					MEN					TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11								
													18-34	18-49	25-54	35-64	55+	18-34	18-49	25-54	35-64	55+										
WEEKEND DAYTIME CONT'D																																
SPORTSBEAT						5	144	A	3.4	8	285	1646	599^	LT	599^	322^	322^	392^	190^	158^	640^	110^	133^	274^	406^	306^	355^	218^	52^	LT		
2 SAT.						3.00P	30	ABC	SC		77	B	2.6	7	218	1584	598	180	668	329	442	313	209	194	651	214	325	332	309	225	202	140
SPORTSWORLD-SAT.						8	162	A	4.8	12	402	1794	425	107^	470	187^	280^	321	208^	134^	867	438	594	461	284^	217^	149^	72^	308	208^		
1 SAT.						2.30P	90	NBC	SA		90	B	4.8	12	402	1446	383	126	431	148	236	230	207	157	715	343	483	407	262	193	107	42
2 SAT.						4.00P	90					A	3.6	10	302	2056	730^	103^	730^	297^	486^	527^	378^	170^	979	461^	707^	496^	353^	228^	101^	LT
						2.30 - 3.00						A	4.7	14	394	1640	471^	94^	471^	233^	233^	307^	181^	164^	842	371^	591	519^	320^	200^	85^	LT
						3.00 - 3.30						A	6.3	18	528	1678	448	70^	448	180^	215^	282^	209^	166^	750	352^	513	437^	242^	186^	197^	76^
						3.30 - 4.00						A	3.7	9	310	1661	268^	104^	352^	126^	219^	267^	141^	85^	826	455^	510^	404^	196^	261^	183^	135^
						4.00 - 4.30						A	4.6	11	385	1831	279^	89^	346^	95^	223^	260^	165^	86^	951	584^	692	421^	260^	209^	154^	114^
						4.30 - 5.00						A	5.8	13	486	1852	392^	169^	480	189^	334^	316^	193^	117^	858	422^	563	467^	313^	226^	139^	89^
						5.00 - 5.30						A	5.0	21	419	1217	437	178^	440	50^	104^	124^	197^	316	578	127^	313	351	353	227^	75^	58^
SUNDAY MORNING						10	170	B	4.8	20	402	1280	554	247	576	106	221	239	279	323	554	148	283	312	292	219	48	30	102	61		
SUN.						9.00A	90	CBS	N		93	A	3.9	19	327	1321	437	177^	437	27^	79^	97^	199^	340^	670	190^	419	432	373	238^	55^	55^
						9.00 - 9.30						A	5.3	22	444	1239	437	196^	437	32^	99^	120^	213^	317	600	155^	334	372	346	228^	65^	65^
						9.30 - 10.00						A	5.8	21	486	1123	447	163^	447	85^	132^	149^	179^	298	495	62^	225^	277	343	218^	96^	53^
						10.00 - 10.30						A	4.1	12	344	1477	628	247^	686	43^	229^	299^	367	387	499	95^	276^	288^	285^	177^	53^	LT
THIS WEEK-DAVID BRINKLEY						10	187	B	3.7	11	310	1418	579	204	627	119	232	247	262	348	590	177	284	289	257	231	61	22	140	130		
SUN.						11.30A	60	ABC	N		95	A	4.1	12	344	1419	614	271^	666	52^	239^	297^	367	369	518	102^	307^	305^	305^	175^	34^	LT
						11.30 - 12.00						A	4.1	12	344	1512	640	213^	698	32^	215^	297^	363	401	478	91^	245^	264^	255^	182^	66^	LT
						12.00 - 12.30						A	5.6	17	469	1727	258	94^	319	159^	193^	93^	62^	117^	266	142^	213^	170^	110^	41^	367	194^
THUNDARR						12	127	A	5.6	17	469	1727	258	94^	319	159^	193^	93^	62^	117^	266	142^	213^	170^	110^	41^	367	194^	775	385		
SAT. 12.30P 30 NBC CA 75 80																																
USA-WRLD-AMATEUR BOXING(S)						188		A	4.2	11	352	1628	430^	160^	467^	166^	205^	153^	206^	166^	912	393^	603^	552^	449^	226^	129^	22^	120^	63^		
1 SAT.						4.00P	60	ABC	SE		96	A	4.0	11	335	1606	458^	167^	485^	106^	155^	212^	281^	167^	845	349^	532^	485^	441^	230^	145^	21^
						4.00 - 4.30						A	4.4	11	369	1623	395^	146^	438^	214^	243^	98^	135^	159^	964	426^	661	607^	452^	224^	114^	22^
						4.30 - 5.00						A	4.4	11	369	1623	395^	146^	438^	214^	243^	98^	135^	159^	964	426^	661	607^	452^	224^	114^	22^

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. MON. NOV. 21, 1983

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						19,610 23.4				31,010 37.0							
	ABC TV						THAT'S INCREDIBLE (SD)				NFL MONDAY NIGHT FOOTBALL NEW YORK JETS VS. NEW ORLEANS (9:00-12:09AM) (-OP)							
	AVERAGE AUDIENCE (Households (000) & %)						15,000 17.9	16.9*		18.9*	14,670 17.5	18.2*		18.6*		19.3*		17.7*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						27	25 *		28 *	29	26 *		27 *		29 *		28 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						18,270 21.8				18,440 22.0		17,100 20.4		15,080 18.0			
	CBS TV						CLASSIC CREATURES RETURN OF THE JEDI (SD)				AFTERMASH		NEWHART		EMERALD POINT, N.A.S.			
	AVERAGE AUDIENCE (Households (000) & %)						13,320 15.9	16.0*		15.8*	16,340 19.5		15,590 18.6		11,480 13.7		14.0*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						23	24 *		23 *	27		27		22		22 *	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						16,590 19.8				27,570 32.9							
	NBC TV						BOONE (SD)				NBC MONDAY NIGHT MOVIES KENNEDY, PART 2							
	AVERAGE AUDIENCE (Households (000) & %)						11,900 14.2	13.4*		15.1*	18,690 22.3	20.3*		22.7*		23.5*		22.7*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						21	20 *		22 *	34	29 *		33 *		36 *		38 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						16,760 20.0				27,320 32.6							
	ABC TV						THAT'S INCREDIBLE (SD)				NFL MONDAY NIGHT FOOTBALL CINCINNATI VS. MIAMI (9:00-12:00PM) (-OP)							
	AVERAGE AUDIENCE (Households (000) & %)						12,400 14.8	14.1*		15.5*	13,830 16.5	17.2*		18.4*		17.9*		16.3*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						21	20 *		21 *	25	24 *		25 *		25 *		23 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						19,110 22.8				32,430 38.7							
	CBS TV						SCARECROW & MRS. KING (SD)				KENNY ROGERS—THE GAMBLER THE ADVENTURE CONTINUES							
	AVERAGE AUDIENCE (Households (000) & %)						14,750 17.6	16.9*		18.4*	24,720 29.5	28.7*		29.6*		30.1*		29.7*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						24	23 *		25 *	42	39 *		41 *		43 *		45 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						26,480 31.6				23,380 27.9							
	NBC TV						GREATEST PRACTICAL JOKES (SD)				NBC MONDAY NIGHT MOVIES GIRLS OF THE WHITE ORCHID (SD)							
	AVERAGE AUDIENCE (Households (000) & %)						21,120 25.2	25.4*		25.0*	14,920 17.8	17.9*		17.4*		18.0*		18.0*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						34	35 *		34 *	25	24 *		24 *		26 *		27 *
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	62.5	64.3	65.6	66.6	66.6	68.1	69.0	70.3	71.1	71.4	70.1	69.0	66.1	62.9	60.7	58.0
		WK. 2	64.1	66.5	68.5	70.2	71.8	73.2	74.0	73.8	73.3	73.6	73.1	72.0	70.4	69.1	67.6	65.5

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

EVE. MON. NOV. 28, 1983

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.TUE. NOV.22, 1983

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
W E K 1	TOTAL AUDIENCE (Households (000) & %)					11,150 13.3			11,060 13.2			17,850 21.3			16,420 19.6			17,510 20.9
	ABC TV					JUST OUR LUCK		HAPPY DAYS		THREE'S COMPANY		OH MADELINE (SD)		HART TO HART				
	AVERAGE AUDIENCE (Households (000) & %)					9,220 11.0		9,800 11.7		16,090 19.2		14,500 17.3		13,910 16.6		16.5*		16.7*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					17 10.9		18 11.0		28 18.8		26 19.6		27 16.3		26 * 16.7		27 * 16.8
W E K 2	TOTAL AUDIENCE (Households (000) & %)					13,410 16.0					17,180 20.5							
	CBS TV					MISSISSIPPI (SD)				CBS TUESDAY NIGHT MOVIES THE HUNTER(R)								
	AVERAGE AUDIENCE (Households (000) & %)					10,980 13.1		13.2*		13.0*		12.8		13.2*		12.6*		12.1*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					20 13.1		20 *		19 *		20		20 *		20 *		20 *
W E K 1	TOTAL AUDIENCE (Households (000) & %)					27,570 32.9					28,910 34.5							
	NBC TV					A TEAM (SD)				NBC TUE MOVIE OF THE WEEK KENNEDY, PART 3 (SD)								
	AVERAGE AUDIENCE (Households (000) & %)					22,710 27.1		26.0*		28.2*		24.3		24.2*		24.4*		24.9*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					41 24.8		40 *		42 *		37		36 *		39 *		41 *
W E K 2	TOTAL AUDIENCE (Households (000) & %)					18,860 22.5					13,660 16.3		12,490 14.9		12,320 14.7			
	ABC TV					RODNEY DANGERFIELD SPEC.				THREE'S COMPANY		OH MADELINE (SD)		HART TO HART				
	AVERAGE AUDIENCE (Households (000) & %)					14,160 16.9		16.7*		17.0*		12,150 14.5		11,310 13.5		9,720 11.6		11.3*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					24 16.5		24 *		24 *		21		20		19		18 *
W E K 2	TOTAL AUDIENCE (Households (000) & %)					16,260 19.4					32,430 38.7							
	CBS TV					MISSISSIPPI (SD)				CBS TUESDAY NIGHT MOVIES KENNY ROGERS AS THE GAMBLER- THE ADVENTURE CONTINUES								
	AVERAGE AUDIENCE (Households (000) & %)					13,240 15.8		15.1*		16.5*		24,800 29.6		27.2*		29.6*		30.7*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					23 15.2		22 *		24 *		45		39 *		43 *		50 *
W E K 2	TOTAL AUDIENCE (Households (000) & %)					24,640 29.4					16,420 19.6				12,070 14.4			
	NBC TV					A TEAM (SD)				A TEAM SPECIAL (R)				REMINGTON STEELE				
	AVERAGE AUDIENCE (Households (000) & %)					20,450 24.4		24.0*		24.8*		13,160 15.7		15.2*		9,390 11.2		11.0*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					35 23.5		35 *		36 *		23		22 *		18		18 *
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	60.3	61.5	62.3	63.7	63.9	65.2	65.9	67.6	67.9	68.5	67.6	66.4	63.7	62.7	62.0	60.4
		WK. 2	63.8	65.8	66.4	68.2	68.8	68.9	69.4	70.2	69.7	69.3	68.9	68.0	64.5	63.3	62.7	60.5

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

EVE.TUE. NOV.29, 1983

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.WED. NOV.23, 1983

NATIONAL TV AUDIENCE ESTIMATES																			
TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45		
WEEK 1	TOTAL AUDIENCE (Households (000) & %)					19,110 22.8				21,450 25.6				19,780 23.6					
	ABC TV							FALL GUY				DYNASTY (SD)					HOTEL		
	AVERAGE AUDIENCE (Households (000) & %)					14,410 17.2	16.2*		18.2*	17,850 21.3	20.9*		21.8*	16,680 19.9	19.9*		19.9*		
	SHARE OF AUDIENCE %					27	26 *		29 *	33	32 *		34 *	33	32 *		34 *		
	AVG. AUD. BY ¼ HR. %					15.8	16.5	17.4	19.0	20.4	21.3	21.9	21.7	20.1	19.6	20.0	19.8		
WEEK 2	TOTAL AUDIENCE (Households (000) & %)					12,740 15.2				21,370 25.5									
	CBS TV							WHIZ KIDS (SD)						CBS WEDNESDAY NIGHT MOVIE TARZAN, THE APE MAN					
	AVERAGE AUDIENCE (Households (000) & %)					9,300 11.1	10.8*		11.3*	12,150 14.5	13.0*		13.0*		15.7*		16.1*		
	SHARE OF AUDIENCE %					18	17 *		18 *	23	20 *		20 *		26 *		27 *		
	AVG. AUD. BY ¼ HR. %					11.0	10.7	10.9	11.7	13.1	13.0	12.7	13.4	15.4	16.1	16.4	15.8		
WEEK 3	TOTAL AUDIENCE (Households (000) & %)					25,390 30.3								12,490 14.9					
	NBC TV									PROF HOPE GOES TO COLLEGE (SD)					ST. ELSEWHERE				
	AVERAGE AUDIENCE (Households (000) & %)					13,490 16.1	16.6*		16.6*		15.9*		15.3*	9,800 11.7	11.8*		11.7*		
	SHARE OF AUDIENCE %					25	27 *		26 *		24 *		24 *	19	19 *		20 *		
	AVG. AUD. BY ¼ HR. %					16.2	17.0	16.4	16.9	16.2	15.6	15.4	15.1	11.8	11.7	11.7	11.7		
WEEK 4	TOTAL AUDIENCE (Households (000) & %)					21,620 25.8				24,300 29.0				21,540 25.7					
	ABC TV							FALL GUY				DYNASTY (SD)					HOTEL		
	AVERAGE AUDIENCE (Households (000) & %)					17,180 20.5	19.0*		22.1*	20,450 24.4	23.6*		25.1*	18,690 22.3	22.1*		22.4*		
	SHARE OF AUDIENCE %					31	30 *		33 *	36	35 *		38 *	37	35 *		38 *		
	AVG. AUD. BY ¼ HR. %					18.2	19.8	21.5	22.7	23.4	23.9	25.1	25.1	21.9	22.3	22.8	22.1		
WEEK 5	TOTAL AUDIENCE (Households (000) & %)					13,410 16.0				17,260 20.6									
	CBS TV							WHIZ KIDS (SD)						CBS WEDNESDAY NIGHT MOVIE AN UNCOMMON LOVE					
	AVERAGE AUDIENCE (Households (000) & %)					10,390 12.4	12.4*		12.5*	11,310 13.5	12.5*		13.7*		14.0*		13.8*		
	SHARE OF AUDIENCE %					19	19 *		19 *	21	19 *		21 *		22 *		23 *		
	AVG. AUD. BY ¼ HR. %					12.4	12.3	12.4	12.7	12.1	12.8	13.6	13.8	14.1	13.9	14.0	13.7		
WEEK 6	TOTAL AUDIENCE (Households (000) & %)					17,930 21.4				16,260 19.4		15,000 17.9		12,910 15.4					
	NBC TV							REAL PEOPLE (SD)		FACTS OF LIFE		FAMILY TIES (SD)			ST. ELSEWHERE				
	AVERAGE AUDIENCE (Households (000) & %)					13,830 16.5	16.1*		17.0*	14,500 17.3		13,490 16.1		10,310 12.3	12.8*		11.9*		
	SHARE OF AUDIENCE %					25	25 *		26 *	26		24		20	21 *		20 *		
	AVG. AUD. BY ¼ HR. %					15.4	16.7	16.9	17.2	16.8	17.9	16.0	16.3	13.2	12.4	12.0	11.7		
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	58.0	59.4	59.3	60.6	61.4	62.5	63.2	64.2	65.2	65.7	65.0	64.4	62.3	60.5	59.3	58.3	
		WK. 2	60.5	61.4	61.9	62.9	63.4	64.7	65.7	67.0	67.2	67.7	67.0	66.3	62.8	61.8	60.3	58.7	

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

EVE.WED. NOV.30, 1983

NIELSEN NATIONAL TV AUDIENCE ESTIMATES

EVE.THU. NOV.24. 1983

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45		
WEEK 1	TOTAL AUDIENCE (Households (000) & %)						14,160 16.9				12,150 14.5				12,820 15.3					
	ABC TV						HOLLYWOODS PVT. HOME MOV.				TRAUMA CENTER (SD)				20/20					
	AVERAGE AUDIENCE (Households (000) & %)						10,140 12.1	11.6*		12.5*	9,300 11.1	11.1*		11.1*	9,800 11.7	11.5*		11.8*		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						22 11.5	21 *	12.3	22 *	19 11.2	20 *	11.2	19 *	21 11.3	21 *	11.7	11.7	21 11.9	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	4,610 5.5					19,020 22.7				21,370 25.5				19,020 22.7					
	CBS TV	CBS EVE. NEWS- RATHER-TH(B) (7:10-7:30PM) (DP)					MAGNUM, P.I. (R)(SD)				SIMON & SIMON (R)				KNOTS LANDING					
	AVERAGE AUDIENCE (Households (000) & %)	4,270 5.1					15,340 18.3	17.3*		19.2*	17,430 20.8	20.6*		21.0*	15,840 18.9	18.8*		18.9*		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	10 5.4	5.0				33 16.5	32 *	19.1	34 *	36 20.6	36 *	20.9	37 *	34 18.7	34 *	19.0	19.2	34 *	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)						14,330 17.1				10,810 12.9		12,990 15.5		17,850 21.3					
	NBC TV						ANIMALS-FUNNIEST PEOPLE (SD)				WE GOT IT MADE				CHEERS (SD)				HILL STREET BLUES	
	AVERAGE AUDIENCE (Households (000) & %)						11,400 13.6	13.7*		13.5*	9,300 11.1		11,900 14.2		14,330 17.1	17.1*		17.2*		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						24 13.3	25 *	13.8	24 *	20 10.7	11.6	25 13.5	14.8	31 16.9	31 *	17.2	17.4	31 *	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)						14,080 16.8				28,070 33.5									
	ABC TV						20/20				ABC NFL FOOTBALL SPECIAL LOS ANGELES RAIDERS VS SAN DIEGO (9:00-12:32AM) (SD)(-DP)									
	AVERAGE AUDIENCE (Households (000) & %)						9,390 11.2	10.8*		11.6*	11,730 14.0	15.6*		16.3*		17.1*		14.6*		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						17 11.3	17 *	11.2	18 *	25 15.2	24 *	16.1	24 *	16.6	26 *	16.6	15.6	23 *	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)						23,970 28.6				24,890 29.7				21,030 25.1					
	CBS TV						MAGNUM, P.I. (SD)				SIMON & SIMON				KNOTS LANDING					
	AVERAGE AUDIENCE (Households (000) & %)						18,690 22.3	20.6*		24.1*	20,110 24.0	23.4*		24.6*	17,350 20.7	20.8*		20.6*		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						34 19.6	32 *	23.7	36 *	36 23.2	35 *	24.5	36 *	33 20.8	33 *	20.8	20.8	34 *	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)						15,590 18.6		14,670 17.5		14,250 17.0		16,340 19.5		19,690 23.5					
	NBC TV						GIMME A BREAK		MAMA'S FAMILY (SD)		WE GOT IT MADE		CHEERS		HILL STREET BLUES					
	AVERAGE AUDIENCE (Households (000) & %)						13,240 15.8		13,320 15.9		11,980 14.3		14,160 16.9		15,920 19.0	18.5*		19.5*		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						24 15.0	16.5	24 15.9	16.0	21 14.0	14.5	25 16.2	17.5	30 18.1	29 *	18.8	19.6	32 *	
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	48.2	49.7	50.5	51.8	54.0	55.3	56.7	57.4	56.5	56.7	57.6	57.5	55.9	55.9	55.7	54.3		
		WK. 2	60.4	62.2	61.9	62.9	63.9	65.4	67.1	67.8	66.6	67.4	68.0	67.6	64.5	63.3	62.2	59.0		

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

EVE. THU. DEC. 1, 1983

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.FRI. NOV.25, 1983

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WEEK 1	TOTAL AUDIENCE (Households (000) & %)						15,170 18.1		14,920 17.8		12,820 15.3				15,750 18.8			
	ABC TV						BENSON		WEBSTER				LOTTERY (SD)				MATT HOUSTON	
	AVERAGE AUDIENCE (Households (000) & %)						13,410 16.0		12,990 15.5		10,310 12.3				11,650 13.9		12.8*	15.1*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						27 15.8	16.2	25 15.4	15.6	20 12.0	12.2* 20 *		12.3* 20 *	24 12.5	21 13.1	14.5	26 15.7
WEEK 1	TOTAL AUDIENCE (Households (000) & %)						19,110 22.8				24,550 29.3				20,870 24.9			
	CBS TV							DUKES OF HAZZARD (SD)					DALLAS				FALCON CREST	
	AVERAGE AUDIENCE (Households (000) & %)						15,670 18.7	17.4**		19.9*	21,200 25.3	24.7*		25.9*	17,680 21.1	21.0*		21.3*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						31 16.7	29 *		33 *	40 23.9	40 *		41 *	36 21.2	35 *	21.1	37 *
WEEK 1	TOTAL AUDIENCE (Households (000) & %)						8,630 10.3		8,800 10.5		24,470 29.2							
	NBC TV						MR. SMITH		JENNIFER SLEPT HERE (SD)						CHAMPIONSHIP BOXING			
	AVERAGE AUDIENCE (Households (000) & %)						7,210 8.6		7,960 9.5		14,670 17.5	16.5*		19.1*		21.4*		13.0*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						15 9.0	8.3	16 8.8	10.2	28 16.0	27 *		30 *		35 *	14.6	22 *
WEEK 2	TOTAL AUDIENCE (Households (000) & %)						17,260 20.6		15,750 18.8		12,740 15.2				13,490 16.1			
	ABC TV						BENSON		WEBSTER				LOTTERY (SD)				MATT HOUSTON	
	AVERAGE AUDIENCE (Households (000) & %)						15,000 17.9		14,500 17.3		10,560 12.6	12.5*		12.7*	10,730 12.8	12.2*		13.4*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						30 17.2	18.6	28 17.4	17.3	20 12.2	20 *		20 *	21 11.8	20 *	13.1	22 *
WEEK 2	TOTAL AUDIENCE (Households (000) & %)						19,270 23.0				25,560 30.5				22,710 27.1			
	CBS TV							DUKES OF HAZZARD (SD)					DALLAS				FALCON CREST	
	AVERAGE AUDIENCE (Households (000) & %)						15,000 17.9	17.2*		18.7*	22,290 26.6	26.1*		27.2*	19,270 23.0	23.2*		22.9*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						29 17.0	29 *		30 *	42 25.5	42 *		42 *	38 23.5	38 *	23.0	38 *
WEEK 2	TOTAL AUDIENCE (Households (000) & %)						8,380 10.0		8,720 10.4		12,820 15.3							
	NBC TV						MR. SMITH		JENNIFER SLEPT HERE (SD)						MOVIE OF THE WEEK-FRIDAY LOOKER (SD)			
	AVERAGE AUDIENCE (Households (000) & %)						6,960 8.3		7,460 8.9		6,960 8.3	7.5*		8.0*		8.8*		9.0*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						14 8.6	8.1	14 8.7	9.2	13 7.5	12 *		12 *		14 *	9.0	15 *
TV HOUSEHOLDS USING TV		WK. 1	56.3	57.4	57.3	58.0	58.9	59.4	60.1	61.8	62.0	62.9	62.7	63.1	61.3	59.7	58.0	57.0
(See Def. 1)		WK. 2	56.3	57.0	57.9	58.8	59.5	60.3	60.9	62.1	62.0	63.4	64.4	64.3	61.5	61.2	61.2	60.8

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

EVE.FRI. DEC.2, 1983

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SAT. NOV.26, 1983

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						18,100 21.6				19,270 23.0				16,340 19.5				
	ABC TV								T. J. HOOKER (SD)			LOVE BOAT (SD)				FANTASY ISLAND			
	AVERAGE AUDIENCE (Households (000) & %)						14,330 17.1	15.9*		18.3*	16,420 19.6	19.0*		20.2*	13,410 16.0	15.9*		16.1*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						28 15.3	26 *	29 *	31	30 *		32 *	27	27 *	16.2		28 *	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						14,920 17.8		23,460 28.0										
	CBS TV								HERE COMES GARFIELD (R)										
	AVERAGE AUDIENCE (Households (000) & %)						12,740 15.2		13,660 16.3	12.4*		15.9*		16.9*		18.2*		18.2*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						25 15.3	26 *	27	20 *	25 *	27 *		27 *	30 *	18.1	18.9	32 *	
W E E K 3	TOTAL AUDIENCE (Households (000) & %)						12,990 15.5		14,160 16.9		13,240 15.8				10,140 12.1				
	NBC TV								DIFF'RENT STROKES-SAT.	SILVER SPOONS (SD)		IT'S THE REAL THING (SD)				YELLOW ROSE			
	AVERAGE AUDIENCE (Households (000) & %)						11,400 13.6		12,490 14.9		9,130 10.9	11.3*		10.5*	7,710 9.2	9.1*		9.3*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						22 12.7	24	24	15.1	17	18 *		17 *	16	15 *	9.2	16 *	
W E E K 4	TOTAL AUDIENCE (Households (000) & %)						16,340 19.5				19,190 22.9				15,080 18.0				
	ABC TV								T. J. HOOKER (SD)			LOVE BOAT (SD)				FANTASY ISLAND			
	AVERAGE AUDIENCE (Households (000) & %)						13,070 15.6	14.6*		16.5*	16,010 19.1	19.1*		19.2*	12,150 14.5	14.8*		14.3*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						25 14.2	23 *	26 *	26 *	30	30 *		30 *	24	24 *		24 *	
W E E K 5	TOTAL AUDIENCE (Households (000) & %)						18,600 22.2				22,880 27.3								
	CBS TV								RUDOLPH-RED-NOSE-REINDEER (R)(SD)										
	AVERAGE AUDIENCE (Households (000) & %)						14,410 17.2	16.9*		17.5*	16,010 19.1	16.2*		18.4*		20.5*		21.2*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						27 16.3	27 *	27 *	27 *	31	26 *		29 *	33 *	33 *	21.1	36 *	
W E E K 6	TOTAL AUDIENCE (Households (000) & %)						13,580 16.2		12,650 15.1		11,150 13.3				10,640 12.7				
	NBC TV								DIFF'RENT STROKES-SAT.	SILVER SPOONS (SD)		MANIMAL				BIG JOHN			
	AVERAGE AUDIENCE (Households (000) & %)						11,900 14.2		11,150 13.3		8,300 9.9	10.0*		9.8*	8,210 9.8	9.7*		9.9*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						23 13.8	21	21	13.6	15	16 *		15 *	16	16 *	10.0	17 *	
TV HOUSEHOLDS USING TV			WK. 1	55.4	56.2	57.8	59.1	60.3	62.3	62.5	62.9	62.6	62.2	62.5	62.0	59.8	59.9	58.4	55.9
(See Def. 1)			WK. 2	59.0	60.1	60.7	61.8	62.1	63.4	63.6	64.1	63.3	63.6	64.6	64.2	62.3	61.4	60.2	58.9

U.S. TV Households: 83,800,000

(1) NCAA FOOTBALL GAME, ALABAMA VS. AUBURN, ABC, (3:45-7:01PM)

For explanation of symbols, See page A.

EVE.SAT. DEC.3, 1983

		TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	5,360 6.4															
	ABC TV		ABC WEEKEND REPORT- SAT.															
	AVERAGE AUDIENCE (Households (000) & %)	{	4,940 5.9															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	12 5.9															
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{																
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%																
W E E K 3	TOTAL AUDIENCE (Households (000) & %)	{	10,480 12.5															
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{	5,950 7.1															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	20 7.8															
W E E K 4	TOTAL AUDIENCE (Households (000) & %)	{	4,690 5.6															
	ABC TV		ABC WEEKEND REPORT- SAT.															
	AVERAGE AUDIENCE (Households (000) & %)	{	4,530 5.4															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	10 5.4															
W E E K 5	TOTAL AUDIENCE (Households (000) & %)	{																
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%																
W E E K 6	TOTAL AUDIENCE (Households (000) & %)	{	11,230 13.4															
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{	6,790 8.1															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	22 9.2															

TV HOUSEHOLDS USING TV WK. 1	51.9	47.9	41.7	38.9	35.8	33.2	30.6	27.8	25.0	23.3	20.0	18.3	16.7	14.8	13.4	11.7
(See Def. 1) WK. 2	54.3	49.3	43.3	39.5	36.2	34.0	31.4	29.4	26.6	24.1	21.4	19.6	17.6	15.1	12.5	10.6

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E K 1	TOTAL AUDIENCE (Households (000) & %)	{	18,100 21.6				18,940 22.6				28,830 34.4							
	ABC TV		RIPLEY'S BELIEVE IT-NOT				HARDCASTLE & MCCORMICK				ABC SUNDAY NIGHT MOVIE STRISES (9:00-11:05PM) (SD)							
	AVERAGE AUDIENCE (Households (000) & %)	{	12,230 14.6	12.7*		16.5*	17.4	16.6*		18.1*	24.0	22.3*		24.4*		24.5*		24.4*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%	22 12.0	20 *	16.3	25 *	25	24 *	17.9	26 *	36	32 *	24.2	35 *	24.6	36 *	24.4	39 *
W E K 2	TOTAL AUDIENCE (Households (000) & %)	{			30,590 36.5				23,300 27.8								17,770 21.2	
	CBS TV			(1) (-OP)			60 MINUTES (7:35-8:35PM) (OP)(-OP)				CBS SPECIAL MOVIE PRSNT. MEMORIAL DAY (8:35-10:35PM) (SD)(OP)(-OP)						TRAPPER JOHN, M.D. (10:35-11:35PM) (OP)	
	AVERAGE AUDIENCE (Households (000) & %)	{			22,290 26.6	25.4*		13,830 16.5	16.6*		16.4*		16.1*		16.9*		13,160 15.7	14.9*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%	20.2	22.2	39	38 *	28.5	41 *	24	24 *	23 *	16.2	23 *	16.0	25 *	27	23 *	14.9
W E K 1	TOTAL AUDIENCE (Households (000) & %)	{	4,610 5.5		6,540 7.8		20,450 24.4				24,220 28.9							
	NBC TV		FIRST CAMERA(B) (7:00-7:37PM) (OP)(-OP)		FIRST CAMERA (7:37-8:00PM) (OP)		KNIGHT RIDER (SD)				NBC SUNDAY NIGHT MOVIE FORT APACHE, THE BRONX							
	AVERAGE AUDIENCE (Households (000) & %)	{	3,520 4.2	4.2*	7.1		14,830 17.7	15.3*		20.1*	19.3	19.6*		19.8*		19.1*		18.6*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%	6 4.2	6 *	11	7.1	26	22 *	21.1	29 *	29	28 *	19.9	29 *	19.5	28 *	19.3	29 *
W E K 2	TOTAL AUDIENCE (Households (000) & %)	{	17,510 20.9				18,180 21.7				22,540 26.9							
	ABC TV		RIPLEY'S BELIEVE IT-NOT				HARDCASTLE & MCCORMICK (SD)				ABC SUNDAY NIGHT MOVIE HEART OF STEEL (SD)							
	AVERAGE AUDIENCE (Households (000) & %)	{	12,650 15.1	13.4*		16.7*	14,830 17.7	17.7*		17.7*	14,920 17.8	18.1*		18.1*		17.7*		17.1*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%	22 12.3	20 *	15.9	24 *	25	26 *	17.5	25 *	27	26 *	18.0	27 *	17.9	28 *	17.2	29 *
W E K 1	TOTAL AUDIENCE (Households (000) & %)	{	28,490 34.0				19,690 23.5				19,020 22.7		17,010 20.3		19,270 23.0			
	CBS TV		60 MINUTES				ONE DAY AT A TIME (SD)				JEFFERSONS		GOODNIGHT, BEANTOWN		TRAPPER JOHN, M.D.			
	AVERAGE AUDIENCE (Households (000) & %)	{	22,040 26.3	25.9*		26.7*	14,670 17.5	16.3*		18.6*	17,010 20.3		14,920 17.8		15,340 18.3		18.4*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%	39 24.5	39 *	27.3	39 *	25	24 *	20.0	26 *	29	20.9	26	30	29 *	31 *	18.5	18.5
W E K 2	TOTAL AUDIENCE (Households (000) & %)	{	9,720 11.6	6,960 8.3			16,010 19.1				20,450 24.4							
	NBC TV		(2) (OP) (-OP)		FIRST CAMERA (7:16-8:00PM) (OP)		KNIGHT RIDER (SD)				HERE'S TV ENTERTAINMENT (SD)							
	AVERAGE AUDIENCE (Households (000) & %)	{	9,300 11.1	4,190 5.0		4.7*	12,990 15.5	14.8*		16.3*	12,320 14.7	13.5*		15.8*		15.4*		14.0*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%	18 11.3	7 5.6	4.4	7 *	22	22 *	16.3	23 *	23	19 *	15.2	23 *	15.0	24 *	14.3	24 *
TV HOUSEHOLDS USING TV (See Def. 1)			WK. 1	WK. 2	64.7	65.1	65.6	67.4	68.5	69.6	68.9	69.3	69.1	69.9	69.8	68.9	68.2	66.9
					66.1	66.6	67.9	68.8	68.2	69.1	70.0	70.6	69.8	70.1	69.5	67.2	64.5	64.4

U.S. TV Households: 83,800,000

(1) CBS NFL FOOTBALL GAME 2, N.Y. GIANTS VS L.A. RAIDERS & GREEN BAY VS ATLANTA, CBS, (3:59-7:35PM)

(2) NFL FOOTBALL POST 2 NBC, NBC, (7:03-7:16PM)

For explanation of symbols, See page A.

EVE.SUN. DEC.4, 1983

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. NOV.27, 1983

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
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W	TOTAL AUDIENCE (Households (000) & %)		{	4,360 5.2 (1) (-OP)	ABC WEEKEND REPORT-SUN. (11:14-11:29PM)																
	ABC TV																				
	AVERAGE AUDIENCE (Households (000) & %)		{	4,110 4.9																	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{	10 5.6	4.8																
E	TOTAL AUDIENCE (Households (000) & %)		{		4,780 5.7																
	CBS TV																				
	AVERAGE AUDIENCE (Households (000) & %)		{		4,610 5.5																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{	15.9 16.9	16.4* 30 *	5.6 14	5.4														
K	TOTAL AUDIENCE (Households (000) & %)		{		2,680 3.2																
	NBC TV																				
	AVERAGE AUDIENCE (Households (000) & %)		{		1,930 2.3	2.2*		2.3*													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{		7 2.2	6 * 2.1		8 * 2.4	2.3												
1	TOTAL AUDIENCE (Households (000) & %)		{	5,030 6.0																	
	ABC TV																				
	AVERAGE AUDIENCE (Households (000) & %)		{	4,690 5.6																	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{	11 5.6																	
W	TOTAL AUDIENCE (Households (000) & %)		{	7,210 8.6																	
	CBS TV																				
	AVERAGE AUDIENCE (Households (000) & %)		{	6,790 8.1																	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{	16 8.1																	
E	TOTAL AUDIENCE (Households (000) & %)		{		2,430 2.9																
	NBC TV																				
	AVERAGE AUDIENCE (Households (000) & %)		{		1,170 1.4	1.6*		1.4*		1.3*		1.3*									
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{		6 1.7	5 * 1.4		5 * 1.4	1.2	6 * 1.4		8 * 1.3	1.2								
K	TOTAL AUDIENCE (Households (000) & %)		{																		
	NBC TV																				
	AVERAGE AUDIENCE (Households (000) & %)		{																		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{																		
2	TOTAL AUDIENCE (Households (000) & %)		{																		
	NBC TV																				
	AVERAGE AUDIENCE (Households (000) & %)		{																		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{																		
TV HOUSEHOLDS USING TV																					
(See Def. 1)																					
WK. 1	56.3	48.1	41.2	34.9	30.1	26.3	23.1	19.9	17.3	15.2	13.7	12.4	10.8	9.8	8.9	7.8					
WK. 2	52.0	45.2	37.0	31.7	27.0	23.9	21.6	19.4	16.8	14.7	12.6	11.1	9.4	8.1	7.4	6.7					

U.S. TV Households: 83,800,000

(1) ABC SUNDAY NIGHT MOVIE, STRIPES, ABC, (9:00-11:05PM)

For explanation of symbols, See page A.

EVE.SUN. DEC.4, 1983

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. NOV.21-25, 1983

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)				4,940 5.9				5,700 6.8									
	ABC TV				GOOD MORNING, AMERICA-730				GOOD MORNING, AMERICA-830									(SUS-OP)
	AVERAGE AUDIENCE (Households (000) & %)				3,850 4.6				4,690 5.6									
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %				22 4.5		4.6		23 5.5		5.7							
W E E K 2	TOTAL AUDIENCE (Households (000) & %)				3,440 4.1				3,940 4.7						4,690 5.6		4,610 5.5	
	CBS TV				CBS MORNING NEWS 1				CBS MORNING NEWS 2 (OP)					(SUS-OP)	\$25,000 PYRAMID (M & W)(S)(OP) (SUS-OP)		PRESS YOUR LUCK (M & W)(S)(OP) (SUS-OP)(SD)	
	AVERAGE AUDIENCE (Households (000) & %)				2,850 3.4				3,180 3.8						3,770 4.5		3,850 4.6	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %				16 3.3		3.4		17 3.8		3.8				19 4.2	4.8	20 4.6	4.6
W E E K 1	TOTAL AUDIENCE (Households (000) & %)				3,940 4.7				4,690 5.6						4,110 4.9		4,860 5.8	
	NBC TV				TODAY SHOW-7.30AM (CO-OP)				TODAY SHOW-8.30AM (PARTICIPATING) (CO-OP)					(S)(OP)	DIFF'RENT STROKES M-F (M & W)(S)(OP) (SUS-OP)		SALE OF THE CENTURY (M & W)(S)(OP) (SUS-OP)	
	AVERAGE AUDIENCE (Households (000) & %)				3,100 3.7				3,850 4.6						3,520 4.2		4,020 4.8	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %				19 3.7		3.8		19 4.4		4.8				18 4.0	4.5	21 4.7	4.9
W E E K 2	TOTAL AUDIENCE (Households (000) & %)				5,610 6.7				5,780 6.9									(S)(OP)
	ABC TV				GOOD MORNING, AMERICA-730				GOOD MORNING, AMERICA-830									
	AVERAGE AUDIENCE (Households (000) & %)				4,440 5.3				4,860 5.8									
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %				24 5.2		5.4		26 5.8		5.8							
W E E K 2	TOTAL AUDIENCE (Households (000) & %)				3,940 4.7				4,270 5.1						4,610 5.5		4,690 5.6	
	CBS TV				CBS MORNING NEWS 1				CBS MORNING NEWS 2						\$25,000 PYRAMID		PRESS YOUR LUCK >(S)(OP)	
	AVERAGE AUDIENCE (Households (000) & %)				3,350 4.0				3,520 4.2						3,850 4.6		4,110 4.9	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %				18 4.0		3.9		19 4.1		4.3				20 4.4	4.9	21 4.8	5.0
W E E K 2	TOTAL AUDIENCE (Households (000) & %)				4,110 4.9				4,360 5.2						3,350 4.0		3,440 4.1	
	NBC TV				TODAY SHOW-7.30AM (CO-OP)				TODAY SHOW-8.30AM (PARTICIPATING) (CO-OP)						DIFF'RENT STROKES M-F >(S)(OP)		SALE OF THE CENTURY >(S)(OP)	
	AVERAGE AUDIENCE (Households (000) & %)				3,270 3.9				3,600 4.3						2,850 3.4		2,930 3.5	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %				18 4.0		3.8		19 4.4		4.3				14 3.3	3.6	15 3.4	3.8
TV HOUSEHOLDS USING TV WK. 1		11.6	14.1	16.4	18.1	19.7	21.5	22.8	23.9	25.4	26.7	27.3	28.3	28.5	29.5	29.8	30.2	
(See Def. 1) WK. 2		12.4	15.4	17.8	19.1	20.0	21.1	21.8	22.4	23.1	23.4	23.4	23.3	23.1	23.5	23.4	23.7	

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

DAY MON.-FRI. NOV.28-DEC.2, 1983

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
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WEEK 1	TOTAL AUDIENCE (Households (000) & %)		{	5,030 6.0	4,270 5.1	5,280 6.3	5,450 6.5	10,640 12.7	8,970 10.7									
	ABC TV			BENSON DAYTIME (MTWTF) (SUS-OP)		LOVING	FAMILY FEUD	RYAN'S HOPE	ALL MY CHILDREN (SD)			ONE LIFE TO LIVE >(M-TH)(S)(OP)						
	AVERAGE AUDIENCE (Households (000) & %)		{	4,020 4.8	3,600 4.3	4,270 5.1	4,440 5.3	8,040 9.6	9.4*	9.9*		6,620 7.9	7.6*	8.1*				
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			15 4.5	14 5.2	17 4.3	17 4.7	28 9.0	27 *	28 *	25 7.7	24 *	25 *	8.5				
WEEK 2	TOTAL AUDIENCE (Households (000) & %)		{	(S)(OP) (SUS-OP)		PRICE IS RIGHT 2 >(M-W)(S)(OP) (SD)		8,630 10.3			8,040 9.6		5,780 6.9					
	CBS TV							YOUNG AND THE RESTLESS (M-W)(S)(OP)			AS THE WORLD TURNS (M-W)(S)(OP)		CAPITOL (M-W)(S)(OP)					
	AVERAGE AUDIENCE (Households (000) & %)		{			7,040 8.4		6,450 7.7		7.7*	6,290 7.5		7.6*	5,030 6.0				
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					35 8.1		29 7.6	30 *	27 *	24	23 *	26 *	20 6.0	6.1			
WEEK 3	TOTAL AUDIENCE (Households (000) & %)		{	6,200 7.4	4,020 4.8	2,850 3.4	3,600 4.3	7,790 9.3	6,700 8.0									
	NBC TV			WHEEL OF FORTUNE (M & W)(S)(OP) (SUS-OP)	DREAM HOUSE (M-W)(S)(OP)	GO (MTWTF) (S)(OP)	SEARCH FOR TOMORROW (MTWTF)(S)(OP)	DAYS OF OUR LIVES (MTWTF)(S)(OP)			ANOTHER WORLD (MTWTF)(S)(OP)							
	AVERAGE AUDIENCE (Households (000) & %)		{	5,450 6.5	3,520 4.2	2,350 2.8	2,930 3.5	6,370 7.6	7.4*	7.7*		4,940 5.9	5.9*	5.9*				
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			27 6.5	18 4.1	10 2.7	12 3.4	23 7.2	23 *	23 *	19 6.0	19 *	19 *	5.7				
WEEK 4	TOTAL AUDIENCE (Households (000) & %)		{	4,020 4.8	3,850 4.6	5,280 6.3	4,860 5.8	9,640 11.5	9,390 11.2									
	ABC TV			BENSON DAYTIME >(S)(OP)		LOVING	FAMILY FEUD	RYAN'S HOPE	ALL MY CHILDREN (SD)			ONE LIFE TO LIVE						
	AVERAGE AUDIENCE (Households (000) & %)		{	3,440 4.1	3,440 4.1	4,530 5.4	4,110 4.9	7,370 8.8	8.3*	9.2*		6,870 8.2	7.7*	8.6*				
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			17 4.1	17 4.1	21 5.1	18 4.7	29 7.9	28 *	30 *	27 7.8	26 *	29 *	9.1				
WEEK 5	TOTAL AUDIENCE (Households (000) & %)		{	6,620 7.9	8,550 10.2			9,050 10.8	8,040 9.6			5,700 6.8						
	CBS TV			PRICE IS RIGHT 1 >(S)(OP)		PRICE IS RIGHT 2 (SD)		YOUNG AND THE RESTLESS			AS THE WORLD TURNS		CAPITOL					
	AVERAGE AUDIENCE (Households (000) & %)		{	5,870 7.0	7,460 8.9			6,870 8.2	8.0*	8.3*		6,370 7.6	7.8*	5,200 6.2				
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			29 6.8	36 7.2			30 7.9	31 *	29 *	25 7.3	24 *	26 *	21 6.2	6.2			
WEEK 6	TOTAL AUDIENCE (Households (000) & %)		{	5,780 6.9	4,440 5.3	2,350 2.8	2,930 3.5	6,790 8.1	5,870 7.0									
	NBC TV			WHEEL OF FORTUNE >(S)(OP)	DREAM HOUSE	GO	SEARCH FOR TOMORROW	DAYS OF OUR LIVES			ANOTHER WORLD							
	AVERAGE AUDIENCE (Households (000) & %)		{	5,110 6.1	3,850 4.6	2,010 2.4	2,510 3.0	5,280 6.3	6.0*	6.6*		4,610 5.5	5.6*	5.5*				
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			25 6.2	19 6.3	9 4.7	11 2.4	21 2.9	20 *	21 *	18 5.6	19 *	19 *	5.4				
TV HOUSEHOLDS USING TV WK. 1																		
(See Def. 1) WK. 2																		

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

TIME		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 11,560 13.8															10,480 12.5
	ABC TV	GENERAL HOSPITAL (M-TH)(S)(OP) → (S)(OP)															ABC WORLD NEWS TONIGHT
	AVERAGE AUDIENCE (Households (000) & %)	{ 9,220 11.0															9,050 10.8
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	% 31 10.1	10.4* 10.7			11.5 11.5											10.8 10.9
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 8,300 9.9						3,270 3.9									12,650 15.1
	CBS TV	GUIDING LIGHT (M-W)(S)(OP)(SD) → TATTLETALES (M-W)(S)(OP) → (S)(OP)															CBS EVENING NEWS-RATHER (MTWTF)(S)(OP)
	AVERAGE AUDIENCE (Households (000) & %)	{ 6,790 8.1	7.9* 7.9			8.3* 8.3		2,770 3.3									11,060 13.2
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	% 24 7.7	24* 8.1			24* 8.2		10 3.3	3.3								13.2 13.3
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 4,270 5.1															10,390 12.4
	NBC TV	MATCH GM/HOLLYWOOD SQS HR (MTWTF)(S)(OP)															NBC NIGHTLY NEWS
	AVERAGE AUDIENCE (Households (000) & %)	{ 2,850 3.4	3.1* 3.1			3.7* 3.7											9,130 10.9
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	% 10 3.0	9* 3.2			11* 3.6											10.5 11.3
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 13,070 15.6						3,940 4.7									11,650 13.9
	ABC TV	GENERAL HOSPITAL → EDGE OF NIGHT															ABC WORLD NEWS TONIGHT
	AVERAGE AUDIENCE (Households (000) & %)	{ 10,730 12.8	12.3* 12.3			13.2* 13.2		3,270 3.9									10,220 12.2
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	% 38 11.9	38* 12.7			38* 13.3		11 4.0	3.9								12.0 12.4
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 8,040 9.6						3,600 4.3									13,490 16.1
	CBS TV	GUIDING LIGHT (SD) → TATTLETALES															CBS EVENING NEWS-RATHER
	AVERAGE AUDIENCE (Households (000) & %)	{ 6,450 7.7	7.4* 7.4			7.8* 7.8		2,930 3.5									11,980 14.3
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	% 23 7.3	23* 7.6			23* 7.9		10 3.4	3.7								14.3 14.3
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 3,180 3.8															11,310 13.5
	NBC TV	MATCH GM/HOLLYWOOD SQS HR →															NBC NIGHTLY NEWS
	AVERAGE AUDIENCE (Households (000) & %)	{ 2,180 2.6	2.4* 2.4			2.7* 2.7											9,800 11.7
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	% 8 2.4	7* 2.4			8* 2.6											11.3 12.1
TV HOUSEHOLDS USING TV WK. 1		34.1	34.9	35.7	36.6	36.1	36.8	37.9	39.3	40.8	42.9	44.7	47.1	50.4	52.7	54.3	55.8
(See Def. 1) WK. 2		32.3	34.0	34.8	36.1	35.0	36.9	37.9	39.8	42.1	44.5	46.6	49.3	53.0	55.7	57.6	59.2

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45		
W E K 1	{	TOTAL AUDIENCE (Households (000) & %)					3,180 3.8		4,780 5.7		5,780 6.9		5,280 6.3		6,700 8.0		5,780 6.9			
		ABC TV					BEST OF SCOOPY DOO (SD)		RASCALS/RICHIE RICH		MONCHHICHIS		PAC-MAN		RUBIK, THE AMAZING CUBE (SD)		LITTLES			
		AVERAGE AUDIENCE (Households (000) & %)					2,510 3.0		3,850 4.6		4,860 5.8		4,530 5.4		5,530 6.6		5,030 6.0			
		SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					18 2.6	3.3	21 4.4	4.8	26 5.6	6.0	21 5.3	5.6	24 6.4	6.8	21 5.9	6.1		
E K 2	{	TOTAL AUDIENCE (Households (000) & %)	1,510 1.8				2,850 3.4		6,200 7.4				5,610 6.7		4,530 5.4		5,950 7.1			
		CBS TV					CAPTAIN KANGAROO-SAT (SD)		BISKITTS (SD)		SATURDAY SUPERCARDE (SD)		DUNGEONS AND DRAGONS (SD)		PLASTICMAN (SD)		CHARLIE BROWNSNOOPY SHOW (SD)			
		AVERAGE AUDIENCE (Households (000) & %)	840 1.0	.8*		1.1*	2,180 2.6		4,110 4.9	4.3*		5.4*	5,030 6.0		3,600 4.3		5,030 6.0			
		SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	13 .8	13 *	1.0	12 *	20 2.3	3.0	23 4.1	23 *	5.3	23 *	23 6.0	6.0	15 4.2	4.4	19 5.9	6.1		
E K 2	{	TOTAL AUDIENCE (Households (000) & %)					3,350 4.0		4,530 5.4		6,030 7.2		7,540 9.0		8,380 10.0		8,460 10.1			
		NBC TV					FLINTSTONE FUNNIES (SD)		SHIRT TALES (SD)		SMURFS I		SMURFS II		SMURFS III (SD)		ALVIN AND THE CHIPMUNKS (SD)			
		AVERAGE AUDIENCE (Households (000) & %)					2,680 3.2		3,520 4.2		5,030 6.0		6,370 7.6		7,290 8.7		7,210 8.6			
		SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					24 2.8	3.5	23 3.6	4.8	26 5.6	6.4	29 7.6	7.6	30 8.9	8.6	28 8.6	8.7		
E K 2	{	TOTAL AUDIENCE (Households (000) & %)					3,440 4.1		4,440 5.3		5,360 6.4		5,200 6.2		6,700 8.0		6,200 7.4			
		ABC TV					BEST OF SCOOPY DOO (SD)		RASCALS/RICHIE RICH		MONCHHICHIS		PAC-MAN		RUBIK, THE AMAZING CUBE (SD)		LITTLES			
		AVERAGE AUDIENCE (Households (000) & %)					2,770 3.3		3,350 4.0		4,440 5.3		4,610 5.5		5,530 6.6		5,360 6.4			
		SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					19 3.0	3.6	19 3.7	4.3	23 5.1	5.5	20 5.4	5.6	23 6.5	6.7	23 6.3	6.6		
E K 2	{	TOTAL AUDIENCE (Households (000) & %)	2,430 2.9				3,440 4.1		6,870 8.2				6,290 7.5		4,360 5.2		5,110 6.1			
		CBS TV					CAPTAIN KANGAROO-SAT (SD)		BISKITTS (SD)		SATURDAY SUPERCARDE (SD)		DUNGEONS AND DRAGONS (SD)		PLASTICMAN (SD)		CHARLIE BROWNSNOOPY SHOW (SD)			
		AVERAGE AUDIENCE (Households (000) & %)	1,170 1.4	1.3*		1.5*	2,680 3.2		4,440 5.3	4.8*		5.8*	5,110 6.1		3,270 3.9		4,190 5.0			
		SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	15 1.2	17 *	1.3	14 *	21 2.8	3.5	24 4.5	24 *	5.9	24 *	23 6.0	6.1	14 3.9	3.9	17 5.0	5.0		
E K 2	{	TOTAL AUDIENCE (Households (000) & %)					3,770 4.5		4,610 5.5		5,610 6.7		9,050 10.8		8,970 10.7		7,290 8.7			
		NBC TV					FLINTSTONE FUNNIES (SD)		SHIRT TALES (SD)		SMURFS I		SMURFS II		SMURFS III (SD)		ALVIN AND THE CHIPMUNKS (SD)			
		AVERAGE AUDIENCE (Households (000) & %)					3,020 3.6		3,690 4.4		4,940 5.9		7,290 8.7		7,880 9.4		6,370 7.6			
		SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					23 3.3	3.9	22 4.1	4.7	25 5.2	6.5	32 8.7	8.8	33 9.6	9.2	26 7.6	7.6		
TV HOUSEHOLDS USING TV (See Def. 1)			WK. 1	WK. 2	6.4	7.8	9.4	11.4	13.3	16.0	18.6	20.9	23.4	25.3	26.8	27.8	28.6	29.9	30.8	31.9
					8.1	9.5	10.3	12.9	15.6	17.7	19.9	21.8	23.4	25.3	27.3	28.0	28.9	29.2	29.6	29.8

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. NOV. 26, 1983

		TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W E K 1	TOTAL AUDIENCE (Households (000) & %)	{	5,610 6.7		5,870 7.0		5,950 7.1	18,350 21.9										
	ABC TV		PUPPY-FURTHER ADVENTURES		SCOOBY & SCRAPPY DOO SHOW (SD)		NCAA FOOTBALL PRE (12:00-12:29PM) (-OP)								NCAA FOOTBALL GAME TEXAS VS TEXAS A&M (12:29-3:52PM) (OP)			
	AVERAGE AUDIENCE (Households (000) & %)	{	4,780 5.7		4,780 5.7		4,780 5.7	8,210 9.8		8.0*			10.3*		11.0*		10.3*	11.2*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{	17 5.5		17 5.9		18 6.0	29 5.4		24 *			32 *		33 *		31 *	32 *
W E K 2	TOTAL AUDIENCE (Households (000) & %)	{	4,610 5.5		3,940 4.7		5,200 6.2		5,870 7.0		8,130 9.7							
	CBS TV		BENJI, ZAX & THE-PRINCE(B) (SD)		BUGS BUNNY/R RUNNER 1(B)		BUGS BUNNY/R RUNNER 2(B)		BUGS BUNNY/R RUNNER 3(B) (SD)						CBS NCAA BASKETBALL-SAT KANSAS VS HOUSTON (1:00-3:11PM)			
	AVERAGE AUDIENCE (Households (000) & %)	{	3,850 4.6		3,350 4.0		4,270 5.1		4,530 5.4		2,930 3.5		3.4*		3.1*		3.6*	3.6*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{	14 4.7		12 4.5		15 3.9		16 5.1		10 3.7		10 *		9 *		11 *	10 *
W E K 3	TOTAL AUDIENCE (Households (000) & %)	{	7,960 9.5		5,700 6.8		6,620 7.9		4,610 5.5								8,040 9.6	
	NBC TV		MR. T		SPIDERMAN/HULK 1		SPIDERMAN/HULK 2 (SD)		THUNDARR								SPORTSWORLD-SAT. (2:30-4:00PM)	
	AVERAGE AUDIENCE (Households (000) & %)	{	6,790 8.1		5,030 6.0		5,530 6.6		4,020 4.8								4,110 4.9	3.6*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{	25 8.3		18 8.0		20 6.5		14 4.8		4.9						14 3.4	10 *
W E K 4	TOTAL AUDIENCE (Households (000) & %)	{	6,290 7.5		6,960 8.3		5,610 6.7		7,710 9.2									
	ABC TV		PUPPY-FURTHER ADVENTURES		SCOOBY & SCRAPPY DOO SHOW (SD)		ABC WEEKEND SPECIALS THE SECRET WORLD OF OG, PART 1		AMERICAN BANDSTAND									
	AVERAGE AUDIENCE (Households (000) & %)	{	5,530 6.6		5,950 7.1		4,690 5.6		4,190 5.0		4.8*		5.2*					
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{	22 6.5		23 6.7		18 7.3		15 5.8		14 *		15 *					
W E K 5	TOTAL AUDIENCE (Households (000) & %)	{	3,940 4.7		3,270 3.9		4,860 5.8		18,020 21.5									
	CBS TV		BENJI, ZAX & THE-PRINCE(B) (SD)		BUGS BUNNY/R RUNNER 1(B)		NCAA TODAY-CBS								NCAA FOOTBALL-CBS FLORIDA STATE VS FLORIDA (12:30-3:46PM)			
	AVERAGE AUDIENCE (Households (000) & %)	{	3,100 3.7		2,680 3.2		3,690 4.4		6,540 7.8		6.2*		8.3*		9.2*		7.8*	7.6*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{	12 3.9		10 3.5		14 4.1		22 5.7		19 *		25 *		27 *		23 *	21 *
W E K 6	TOTAL AUDIENCE (Households (000) & %)	{	8,210 9.8		6,200 7.4		7,120 8.5		6,370 7.6						9,720 11.6			
	NBC TV		MR. T		SPIDERMAN/HULK 1		SPIDERMAN/HULK 2 (SD)		THUNDARR								NCAA BASKETBALL-NAT'L-SP. UCLA VS NOTRE DAME (2:00-3:54PM)	
	AVERAGE AUDIENCE (Households (000) & %)	{	7,210 8.6		5,530 6.6		5,950 7.1		5,360 6.4						4,440 5.3		4.8*	5.0*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{	28 8.4		21 8.8		23 6.3		19 7.0		6.3				15 4.7		14 *	14 *
TV HOUSEHOLDS USING TV WK. 1			32.0	32.6	32.1	32.3	32.1	32.9	33.2	33.8	32.8	32.2	32.8	33.3	33.3	34.3	35.1	35.5
(See Def. 1) WK. 2			29.8	30.6	31.1	31.5	31.2	32.4	33.2	34.3	34.2	34.5	34.0	35.1	34.6	34.8	35.3	37.0

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

DAY SAT. DEC. 3, 1983

U.S. TV Households: 83,800,000
(1) NCAA TODAY POST-CBS, CBS, (3:46-4:00PM)

For explanation of symbols, See page A

DAY SAT. DEC.3, 1983

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. NOV. 27, 1983

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45		
W E E K 1	TOTAL AUDIENCE (Households (000) & %)																			
	ABC TV																			
	AVERAGE AUDIENCE (Households (000) & %)																			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																			
E E K 2	TOTAL AUDIENCE (Households (000) & %)																			
	CBS TV																			
	AVERAGE AUDIENCE (Households (000) & %)																			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																			
E E K 2	TOTAL AUDIENCE (Households (000) & %)																			
	NBC TV																			
	AVERAGE AUDIENCE (Households (000) & %)																			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																			
W E E K 2	TOTAL AUDIENCE (Households (000) & %)																			
	ABC TV																			
	AVERAGE AUDIENCE (Households (000) & %)																			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																			
E E K 2	TOTAL AUDIENCE (Households (000) & %)																			
	CBS TV																			
	AVERAGE AUDIENCE (Households (000) & %)																			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																			
E E K 2	TOTAL AUDIENCE (Households (000) & %)																			
	NBC TV																			
	AVERAGE AUDIENCE (Households (000) & %)																			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																			
TV HOUSEHOLDS USING TV (See Def. 1)			WK. 1	WK. 2	5.0	5.6	6.9	9.0	11.5	13.2	15.4	17.1	19.7	22.4	22.9	24.7	26.1	28.1	29.5	30.9
					6.2	6.9	8.3	9.9	12.3	15.0	17.0	18.8	21.2	24.0	25.5	27.2	28.6	29.4	30.3	31.7

For explanation of symbols, See page A.

DAY SUN. DEC. 4, 1983

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)			6,200 7.4														
	ABC TV			← THIS WEEK-DAVID BRINKLEY →				DIRECTIONS (SUS)										
	AVERAGE AUDIENCE (Households (000) & %)			3,350 4.0		4.0*		4.0*										
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.			12 4.1		12 * 3.8		12 * 3.8		12 * 4.2								
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					10,140 12.1		31,590 37.7										
	CBS TV			FOR OUR TIMES (SUS)		CBS NFL TODAY (12:30-12:59PM) (-OP)		← CBS NFL FOOTBALL GAME 1 VARIOUS TEAMS AND TIMES~ MULTI-SEGMENT TELECAST (OP) →										
	AVERAGE AUDIENCE (Households (000) & %)			7,790 9.3		17,680 21.1		17.0*		19.6*		20.2*		21.1*				
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.			26 8.2		46 12.6		41 * 15.8		45 * 18.2		45 * 19.3		45 * 20.4		45 * 19.9		
W E E K 1	TOTAL AUDIENCE (Households (000) & %)			2,600 3.1				9,130 10.9										
	NBC TV			MEET THE PRESS				← SKINS GAME-SUN. MULTI-SEGMENT TELECAST →										
	AVERAGE AUDIENCE (Households (000) & %)			2,100 2.5				4,690 5.6		4.5*		5.4*		6.5*				
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.			8 2.7		2.4		12 4.6		10 * 4.5		12 * 4.9		14 * 5.9		14.3 6.2		
W E E K 2	TOTAL AUDIENCE (Households (000) & %)			5,450 6.5														
	ABC TV			← THIS WEEK-DAVID BRINKLEY →				DIRECTIONS (SUS)										
	AVERAGE AUDIENCE (Households (000) & %)			3,440 4.1		4.1*		4.1*										
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.			11 4.2		12 * 4.1		11 * 4.2		11 * 4.0								
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					9,130 10.9		32,260 38.5										
	CBS TV			FOR OUR TIMES (SUS)		CBS NFL TODAY (12:30-12:59PM) (-OP)		← CBS NFL FOOTBALL GAME 1 VARIOUS TEAMS AND TIMES~ MULTI-SEGMENT TELECAST (OP) →										
	AVERAGE AUDIENCE (Households (000) & %)			7,120 8.5		17,180 20.5		17.2*		19.7*		21.1*		20.7*				
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.			23 7.6		44 12.5		39 * 16.0		43 * 18.5		47 * 19.6		47 * 21.0		45 * 21.2		
W E E K 2	TOTAL AUDIENCE (Households (000) & %)			3,100 3.7		6,540 7.8		19,610 23.4										
	NBC TV			MEET THE PRESS		NFL '83-NBC		← NFL FOOTBALL GAME 1-NBC VARIOUS TEAMS AND TIMES~ MULTI-SEGMENT TELECAST →										
	AVERAGE AUDIENCE (Households (000) & %)			2,430 2.9		5,030 6.0		9,890 11.8		9.1*		11.1*		11.8*		12.6*		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.			8 2.8		16 3.0		26 5.5		22 * 6.6		25 * 8.2		26 * 9.9		28 * 10.9		
TV HOUSEHOLDS USING TV		WK. 1	31.4	32.4	32.8	33.2	33.4	34.5	36.8	39.8	43.0	44.4	44.5	44.8	45.4	47.2	48.3	47.7
(See Def. 1)		WK. 2	33.5	33.6	34.6	36.0	35.8	37.5	39.1	40.0	42.3	44.9	45.6	45.5	45.1	45.4	45.2	45.7

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

DAY SUN. DEC. 4, 1983

1

2

DAY SUN. DEC.4, 1983

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

				WEEK 1								WEEK 2							
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR %	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %						
EVENING MONDAY																			
ABC NFL MONDAY NIGHT FOOTBALL	1	9.00-12.09AM	→GRID	31,010	37.0	14,670	17.5	29			27,320	32.6	13,830	16.5	25				
	2	9.00-12.00MD	→GRID																
			11.00						17.1							16.2			
			11.15				16.5*	30*	16.0						15.6*	26*	14.9		
			11.30						15.6								14.4		
			11.45				15.7*	34*	15.8						13.7*	29*	13.0		
		12.00				13.9*	35*	13.9											
EVENING THURSDAY																			
ABC ABC NFL FOOTBALL SPECIAL(S)	2	9.00-12.32AM	→GRID								28,070	33.5	11,730	14.0	25				
			11.00													14.9			
			11.15												13.9*	25*	13.0		
			11.30													13.2			
			11.45												12.0*	27*	10.8		
			12.00													9.6			
			12.15												8.9*	25*	8.2		
		12.30													6.4				
EVENING SATURDAY																			
ABC ABC SPORTS UPDATE-SAT	1	8.58- 8.59PM	8.45	15,080	18.0	15,080	18.0	29	18.0		13,910	16.6	12,820	15.3	24	15.3			
	2	8.57- 8.59PM	8.45																
ABC ABC NEWSBRIEF-SAT.		9.58- 9.59PM	9.45	14,920	17.8	14,920	17.8	29	17.8		13,910	16.6	13,910	16.6	26	16.6			

CBS NEWSBREAK-SAT.	2	8.58- 8.59PM	8.45								14,160	16.9	14,160	16.9	26	16.9	
	1	9.08- 9.09PM	9.00	11,730	14.0	11,730	14.0	22	14.0								
NBC NBC NEWS DIGEST-SAT		8.58- 8.59PM	8.45	9,970	11.9	9,970	11.9	19	11.9		9,050	10.8	9,050	10.8	17	10.8	
NBC NBC NEWS DIGEST-2-SAT.	1	9.58- 9.59PM	9.45	6,870	8.2	6,870	8.2	13	8.2								
EVENING SUNDAY																	
ABC ABC SPORTS UPDATE-SUN	2	8.33- 8.35PM	8.30								14,580	17.4	14,500	17.3	25	17.3	
ABC ABC SUNDAY NIGHT MOVIE	1	9.00-11.05PM	+GRID	28,830	34.4	20,110	24.0	36									
		11.00							25.9								
ABC ABC NEWSBRIEF-SUN.		9.59-10.00PM	9.45	19,440	23.2	19,440	23.2	34	23.2		14,750	17.6	14,750	17.6	26	17.6	
CBS CBS NFL FOOTBALL GAME 2	1	3.59- 7.35PM	+GRID	29,830	35.6	12,400	14.8	27									
		7.30							20.8								
CBS 60 MINUTES	1	7.35- 8.35PM	+GRID	30,590	36.5	22,290	26.6	39									
		8.30							23.8								
CBS CBS SPECIAL MOVIE PRSNT.(S)	1	8.35-10.35PM	+GRID	23,300	27.8	13,830	16.5	24									
		10.30							16.1								
CBS NEWSBREAK-SUN.	2	8.58- 8.59PM	8.45								15,590	18.6	15,590	18.6	26	18.6	
	1	9.26- 9.27PM	9.15	12,230	14.6	12,230	14.6	21	14.6								
CBS TRAPPER JOHN, M.D.	1	10.35-11.35PM	+GRID	17,770	21.2	13,160	15.7	27									
		11.30							15.5								
NBC NFL FOOTBALL GAME 2-NBC	2	4.00- 7.03PM	+GRID								27,070	32.3	13,410	16.0	29		
		7.00														13.7	
NBC FIRST CAMERA(B)	1	7.00- 7.37PM	+GRID	4,610	5.5	3,520	4.2	6									
		7.30					4.3*	7*	4.3								
NBC NFL FOOTBALL POST 2 NBC CONT'D	2	7.03- 7.16PM	+GRID								9,720	11.6	9,300	11.1	18		

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1						WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR %	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		
EVENING SUNDAY-CONT'D																	
NBC NFL FOOTBALL POST 2 NBC-CONT'D				7.15											9.2		
NBC NBC NEWS DIGEST-SUN				8.45	15,170	18.1	15,170	18.1	26	18.1	11,150	13.3	11,150	13.3	19	13.3	
NBC NBC NEWS DIGEST-2-SUN.				10.00	12,070	14.4	12,070	14.4	22	14.4	12,070	14.4	12,070	14.4	22	14.4	
EVENING MONDAY-FRIDAY																	
ABC ABC NEWSBRIEF-M-F				8.45 9.45 10.45	12,570	15.0	12,570	15.0	23	17.8 14.3	12,490	14.9	11,820	14.1	22	13.8 15.9 12.4	M-F TUWF THU.
ABC ABC NEWS:NIGHTLINE-T-F				11.30-12.30AM	6,200	7.4	3,690	4.4	13	6.1 4.6 3.9 3.1	6,540	7.8	3,940	4.7	14	6.6 4.9 4.1 3.3	TU-F TU-F TU-F TU-F
ABC ABC NEWS:NIGHTLINE-MON				12.30-1.00AM	3,770	4.5	2,770	3.3	16	4.1	3,770	4.5	3,180	3.8	17	4.4 3.2	MON. MON.
ABC ABC NEWS:NIGHTLINE-THU(B)				1.00-1.15							3,350	4.0	2,680	3.2	16	3.4 3.0	THU. THU.
CBS NEWSBREAK-M-F				8.45-8.59PM	11,980	14.3	11,980	14.3	22	14.3	14,830	17.7	14,670	17.5	25	17.4	M-F
CBS LATE MOVIE I				11.30-12.00	8,720	10.4	5,780	6.9	21	7.3 7.0 6.9 6.7 6.5	9,300	11.1	6,120	7.3	22	8.4 7.7 7.4 6.8 6.2	M-F M-F M-F M-F M-F
CBS LATE MOVIE II				12.30-1.00	5,450	6.5	4,190	5.0	25	5.5 5.3 4.9 4.6 4.3	4,940	5.9	4,110	4.9	26	5.4 5.1 4.8 4.6 4.8	M-F M-F M-F M-F FRI.
CBS CBS NEWS NIGHTWATCH-1				2.00-2.30AM	1,510	1.8	1,340	1.6	15	1.7 1.5	1,680	2.0	1,420	1.7	18	1.8 1.6	M-THSU M-THSU
CBS CBS NEWS NIGHTWATCH-2				2.30-6.00AM	2,770	3.3	1,090	1.3	22	1.9 1.7 1.7 1.5 1.4 1.2 1.2 1.3	3,020	3.6	1,340	1.6	29	2.1 1.9 1.9 1.8 1.7 1.7 1.7 1.6	M-THSU M-THSU M-THSU M-THSU M-THSU M-THSU M-THSU M-THSU
CONT'D																	

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

CONTD	DAY	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
					TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TELE- CAST DAYS		TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TELE- CAST DAYS	
					HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			
	NETWORK/PROGRAM																			
	EVENING MONDAY-FRIDAY-CONT'D																			
	CBS CBS NEWS NIGHTWATCH-2-CONT'D			4.30						1.2	M-THSU							1.4	M-THSU	
				4.45						1.0	M-THSU							1.4	M-THSU	
				5.30					1.1*	23*							1.4*	30*		
				5.45					1.0*	22*							1.3*	28*		
	NBC NBC NEWS DIGEST-M-F			8.45	11,310	13.5	11,310	13.5	21	13.6	M-F		11,650	13.9	11,650	13.9	20	13.9	M-F	
				9.15						13.3	WED.									
	NBC NBC NEWS DIGEST-2-M-F			9.45	14,920	17.8	14,920	17.8	29	17.8	TU&TH		9,640	11.5	9,640	11.5	17	11.5	MWF	
	NBC TONIGHT SHOW			11.30-12.30AM	10,480	12.5	6,870	8.2	24	9.2	M-F		10,140	12.1	6,620	7.9	23	9.0	M-F	
				11.45					9.0*	24*							8.8*	23*		
				12.00						8.1	M-F						8.8*	23*		
				12.15					7.3*	24*							7.0*	23*		
	NBC DAVID LETTERMAN I			12.30-1.00AM	3,690	4.4	3,100	3.7	16	3.9	M-TH		3,020	3.6	2,510	3.0	15	3.4	M-TH	
				12.45						3.5	M-TH							2.6	M-TH	
	NBC FRIDAY NIGHT VIDEOS			12.30-2.00AM	6,540	7.8	3,350	4.0	18	5.1	FRI.		7,460	8.9	3,770	4.5	19	6.2	FRI.	
				12.45					4.7*	17*							5.5*	19*		
				1.00						4.4	FRI.							4.7	FRI.	
				1.15					3.8*	17*							4.4*	19*		
				1.30						3.9	FRI.							4.6	FRI.	
				1.45					3.5*	20*							3.7*	20*		
	NBC DAVID LETTERMAN II			1.00-1.30AM	2,680	3.2	2,260	2.7	16	2.9	M-TH		2,100	2.5	1,840	2.2	14	2.2	M-TH	
				1.00						2.9	M-TH									
				1.15						2.5	M-TH							2.1	M-TH	
	NBC NBC NEWS OVERNIGHT-M-F			1.30	1,930	2.3	1,420	1.7	13	1.8	M-F		1,680	2.0	1,340	1.6	13	1.5	M-F	
				1.45					1.8*	13*							1.5*	12*		
				2.00						1.5	M-F							1.7	MTUTHF	
				2.15					1.5*	13*							1.8*	15*		
				2.30						1.5	FRI.						1.8*	16*		
				2.45					1.5*	14*								1.8	FRI.	
				VARIOUS TIMES (SUS)						1.5	FRI.									
	DAY MONDAY-FRIDAY																			
	ABC ABC WORLD NEWS-MORN-6.00A(SUS)	1	6.00-6.15AM	6.00							M-F									
	ABC ABC WORLD NEWS-MORN-6.15A(SUS)	2	6.00-6.15AM	6.00																
	ABC ABC WORLD NEWS-MORN-6.00A(SUS)	2	6.15-6.30AM	6.15																
	ABC ABC WORLD NEWS-MORN-6.15A(SUS)	1	6.15-6.30AM	6.15																
	ABC ABC WORLD NEWS-MORN-6.45A		6.45-7.00AM	6.45	1,590	1.9	1,420	1.7	15	1.7	M-F		2,010	2.4	1,930	2.3	18	2.3	M-F	
	ABC MEMORIAL MASS-J.F.K.-ABC(SUS)	1	10.00-11.30AM	10.00							TUE.									
	ABC FLIGHT-SPACELAB (LAUNCH)(S)	2	10.56-11.10AM	10.45									4,780	5.7	4,690	5.6	20	5.5	MON.	
				11.00														5.7	MON.	
	ABC ABC DAYTIME NEWSBRIEF-M-F		1.57-1.59PM	1.45	7,790	9.3	7,540	9.0	27	9.0	MTUWF		7,040	8.4	6,870	8.2	26	8.2	M-F	
	ABC EDGE OF NIGHT	1	>	2.00	3,520	4.2	3,100	3.7	10	4.4	M-F									
				2.15						4.3	FRI.									
				4.00						3.6	M-TH									
				4.15						3.4	M-TH									
	ABC NCAA FOOTBALL SP-PRE(S)	1	2.30-2.45PM	2.30	5,030	6.0	4,860	5.8	17	5.8	FRI.									
	ABC NCAA FOOTBALL SPECIAL(S)	1	2.45-6.04PM	2.45	19,690	23.5	6,700	8.0	21	5.2	FRI.									
	CONT'D																			

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1					WEEK 2						
				TOTAL AUDIENCE		AVERAGE AUDIENCE		AVG. AUD.BY ¼ HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE		AVG. AUD.BY ¼ HR	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	SHARE %		
DAY MONDAY-FRIDAY-CONT'D															
ABC NCAA FOOTBALL SPECIAL(S)-CONT'D			3.00					6.7	FRI.						
			3.15				7.2*	21*	FRI.						
			3.30					7.7	FRI.						
			3.45				8.8*	25*	FRI.						
			4.00					7.7	FRI.						
			4.15				6.8*	18*	FRI.						
			4.30					5.3	FRI.						
			4.45				5.8*	15*	FRI.						
			5.00					10.0	FRI.						
			5.15				10.1*	25*	FRI.						
			5.30					10.4	FRI.						
			5.45				10.3*	23*	FRI.						
			6.00					10.1	FRI.						
CBS CBS EARLY MORNING NEWS		6.30- 7.00AM	6.30	1,590	1.9	1,170	1.4	1.2	M-F	1,760	2.1	1,260	1.5	1.4	M-F
			6.45					1.6	M-F					1.7	M-F
CBS CBS MORNING NEWS 2-THU(B)	1	8.30- 9.00AM	8.30	3,100	3.7	2,680	3.2	2.9	THU.						
			8.45					3.4	THU.						
CBS THANKSGIVING DAY PARADE(S)	1	9.00-12.00NN	9.00	25,060	29.9	9,800	11.7	7.2	THU.						
			9.15				7.9*	23*	THU.						
			9.30					10.2	THU.						
			9.45					10.5*	27*						
			10.00					12.7	THU.						
			10.15				12.8*	29*	THU.						
			10.30					13.1	THU.						
			10.45				12.9*	27*	THU.						
			11.00					13.1	THU.						
			11.15				12.9*	27*	THU.						
			11.30					13.4	THU.						
			11.45				13.1*	27*	THU.						
CBS MEMORIAL MASS-J.F.K.-CBS(SUS)	1	9.50-11.23AM	9.45						TUE.						
CBS PRICE IS RIGHT 1-FRI(B)	1	10.00-10.30AM	10.00	6,030	7.2	4,780	5.7	5.3	FRI.						
			10.15					6.1	FRI.						
CBS PRICE IS RIGHT 2-FRI(B)	1	10.30-11.00AM	10.30	7,120	8.5	6,030	7.2	6.9	FRI.						
			10.45					7.6	FRI.						
CBS CBS NEWS SPECIAL REPORT(S)	2	10.56-11.14AM	10.45							6,870	8.2	6,200	7.4	7.0	MON.
			11.00											7.5	MON.
CBS NEWSBREAK-11.57	1	11.30- 7.30PM	10.45	6,120	7.3	5,870	7.0	7.0	MTUWF						
			11.45					7.0	M-W						
CBS KENNER FAMILY CLASSICS-FR(S)	1	11.00-12.00NN	11.00	7,710	9.2	4,610	5.5	5.3	FRI.						
			11.15				5.2*	16*	FRI.						
			11.30					5.7	FRI.						
			11.45				5.9*	17*	FRI.						
CBS PRICE IS RIGHT 1	1	>	11.00	5,950	7.1	5,530	6.6	6.4	M-W						
			11.15					6.5	M-W						
CBS NEWSBREAK-11.57	2	11.57-11.59AM	11.45							6,370	7.6	6,120	7.3	7.3	M-F
CBS FESTIVAL OF LIVELY ARTS(S)	1	12.30- 1.30PM	12.30	8,800	10.5	5,030	6.0	7.0	FRI.						
CONT'D															

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

				WEEK 1					WEEK 2									
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS	
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %	HOUSEHOLDS (000)	%			SHARE %
DAY MONDAY-FRIDAY-CONT'D																		
CBS FESTIVAL OF LIVELY ARTS(S)-CONT'D			12.45					6.7*	20*	6.4	FRI.							
			1.00							5.6	FRI.							
			1.15							5.2	FRI.							
CBS KENNER FAMILY CLASSICS-TH(S)	1	12.30- 1.30PM	12.30	8,800	10.5	5,530	6.6	15		7.2	THU.							
			12.45					6.9*	16*	6.7	THU.							
			1.00							6.6	THU.							
			1.15					6.2*	14*	5.9	THU.							
CBS AFTERNOON PLAYHOUSE(S)	1	1.30- 2.30PM	1.30	5,110	6.1	3,180	3.8	10		4.2	THU.							
			1.45					3.9*	10*	3.6	THU.							
			2.00							3.8	THU.							
			2.15					3.7*	10*	3.7	THU.							
CBS NCAA FOOTBALL-CBS FRI(S)	1	1.30- 3.16PM	1.30	17,770	21.2	6,870	8.2	23		6.0	FRI.							
	1	3.59- 5.00PM																
			1.45					6.6*	19*	7.3	FRI.							
			2.00							8.3	FRI.							
			2.15					8.4*	24*	8.5	FRI.							
			2.30							9.1	FRI.							
			2.45					9.2*	26*	9.4	FRI.							
			3.00							7.7	FRI.							
			3.15					7.6*	22*	7.0	FRI.							
			3.45							4.2	FRI.							
			4.00							6.1	FRI.							
			4.15					7.4*	20*	8.7	FRI.							
			4.30							10.3	FRI.							
			4.45					9.9*	26*	9.5	FRI.							
CBS CHILDRENS MYSTERY THEATER(S)	1	2.30- 3.30PM	2.30	4,360	5.2	2,930	3.5	9		3.4	THU.							
			2.45					3.4*	9*	3.4	THU.							
			3.00							3.6	THU.							
			3.15					3.6*	9*	3.6	THU.							
CBS CBS NFL FTBL PRE-THU(S)	1	3.30- 4.00PM	3.30	10,480	12.5	7,210	8.6	22		6.3	THU.							
			3.45							10.9	THU.							
CBS NEWSBREAK-3.57		3.57- 3.59PM	3.45	5,950	7.1	5,610	6.7	19		6.7	M-W	5,450	6.5	5,200	6.2	18	6.2	M-F
CBS CBS NFL FTBL GAME-THU(S)	1	4.00- 7.10PM	4.00	30,920	36.9	17,510	20.9	50		19.0	THU.							
			4.15					19.9*	51*	20.8	THU.							
			4.30							21.3	THU.							
			4.45					21.5*	54*	21.8	THU.							
			5.00							21.9	THU.							
			5.15					21.8*	53*	21.8	THU.							
			5.30							19.8	THU.							
			5.45					20.5*	49*	21.2	THU.							
			6.00							21.9	THU.							
			6.15					22.0*	50*	22.1	THU.							
			6.30							21.0	THU.							
			6.45					20.7*	46*	20.5	THU.							
			7.00					17.9*	39*	17.9	THU.							
NBC NBC NEWS AT SUNRISE		6.30- 7.00AM	6.30	1,510	1.8	1,090	1.3	13		1.1	M-F	1,680	2.0	1,170	1.4	12	1.1	M-F
			6.45							1.5	M-F						1.7	M-F

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS		TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS	
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			
DAY MONDAY-FRIDAY-CONT'D																			
NBC MACYS THANKSGIVING PARADE(S)	1	9.00-12.00NN	9.00	26,560	31.7	12,570	15.0	35	9.1	THU.									
			9.15				10.0*	29*	10.9	THU.									
			9.30						12.5	THU.									
			9.45				12.7*	32*	13.0	THU.									
			10.00						14.6	THU.									
			10.15				15.0*	35*	15.4	THU.									
			10.30						16.5	THU.									
			10.45				16.7*	37*	16.8	THU.									
			11.00						17.3	THU.									
			11.15				17.4*	38*	17.5	THU.									
			11.30						18.2	THU.									
			11.45				18.3*	40*	18.4	THU.									
NBC MEMORIAL MASS-J.F.K.-NBC(SUS)	1	10.00-11.30AM	10.00							TUE.									
NBC SMURFS I-SPECIAL(S)	1	10.00-10.30AM	10.00	7,630	9.1	6,370	7.6	24	6.9	FRI.									
			10.15						8.3	FRI.									
NBC SMURFS II-SPECIAL(S)	1	10.30-11.00AM	10.30	7,790	9.3	7,210	8.6	26	8.8	FRI.									
			10.45						8.5	FRI.									
NBC LAUNCH OF COLUMBIA(S)	2	10.49-11.14AM	10.45								7,370	8.8		5,780	6.9	25	6.1	MON.	
			11.00														7.5	MON.	
NBC SMURFS III-SPECIAL(S)	1	11.00-11.30AM	11.00	8,380	10.0	7,040	8.4	26	8.3	FRI.									
			11.15						8.4	FRI.									
NBC ALVIN & THE CHIPMUNKS SP(S)	1	11.30-12.00NN	11.30	8,720	10.4	7,630	9.1	28	8.9	FRI.									
			11.45						9.3	FRI.									
NBC NFL '83 NBC-THU(S)	1	12.00-12.30PM	12.00	13,990	16.7	11,560	13.8	31	14.2	THU.									
			12.15						13.5	THU.									
NBC NFL FTBL GAME NBC-THU(S)	1	12.30- 3.40PM	12.30	31,430	37.5	17,680	21.1	49	17.3	THU.									
			12.45				18.6*	43*	19.8	THU.									
			1.00						20.8	THU.									
			1.15				21.3*	48*	21.8	THU.									
			1.30						22.6	THU.									
			1.45				22.3*	50*	22.0	THU.									
			2.00						21.8	THU.									
			2.15				21.9*	53*	22.1	THU.									
			2.30						22.2	THU.									
			2.45				22.0*	53*	21.7	THU.									
			3.00						21.5	THU.									
			3.15				21.1*	51*	20.8	THU.									
			3.30				18.9*	47*	18.9	THU.									
NBC NFL FTBL POST NBC-THU(S)	1	3.40- 4.00PM	3.30	11,730	14.0	10,480	12.5	31	14.5	THU.									
			3.45						11.8	THU.									
DAY SATURDAY																			
ABC MENU DO-8:25AM		8.25- 8.29AM	8.15	3,270	3.9	2,930	3.5	19	3.5		3,940	4.7	3,180	3.8	21	3.8			
ABC MENU DO-10:25AM		10.25-10.29AM	10.15	6,200	7.4	5,360	6.4	23	6.4		6,200	7.4	5,360	6.4	23	6.4			
ABC SCHOOLHOUSE ROCK-11:55AM		11.55-11.59AM	11.45	4,690	5.6	4,110	4.9	15	4.9		6,200	7.4	5,360	6.4	21	6.4			
ABC NCAA FOOTBALL PRE	1	12.00-12.29PM	-GR'D 12.15	5,950	7.1	4,780	5.7	18	6.5										

NIELSEN NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR %	TELE- CAST DAYS		TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR %	TELE- CAST DAYS	
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			
DAY SATURDAY-CONT'D																			
ABC NCAA FOOTBALL POST	1	3.52- 4.00PM	3.45	6,030	7.2	4,610	5.5	15	5.5										
CBS IN THE NEWS- 8.26AM		8.26- 8.29AM	8.15	2,850	3.4	2,600	3.1	21	3.1			3,180	3.8	2,850	3.4	20	3.4		
CBS IN THE NEWS- 9.56AM		9.56- 9.59AM	9.45	4,360	5.2	4,190	5.0	19	5.0			4,610	5.5	4,190	5.0	18	5.0		
CBS IN THE NEWS-10.26AM		10.26-10.29AM	10.15	4,360	5.2	4,020	4.8	16	4.8			3,690	4.4	3,270	3.9	13	3.9		
CBS IN THE NEWS-10.56AM		10.56-10.59AM	10.45	5,530	6.6	4,780	5.7	18	5.7			4,190	5.0	3,770	4.5	15	4.5		
CBS IN THE NEWS-11.26AM(B)		11.26-11.29AM	11.15	3,520	4.2	3,180	3.8	12	3.8			2,600	3.1	2,350	2.8	9	2.8		
CBS NCAA FOOTBALL-CBS	2	12.30- 3.46PM	-GRID 3.45									18,020	21.5	6,540	7.8	22	7.2*	19*	6.2
CBS IN THE NEWS-12.56PM(B)	1	12.56-12.59PM	12.45	4,530	5.4	4,110	4.9	14	4.9										
CBS CBS NCAA BASKETBALL-SAT	1	1.00- 3.11PM	-GRID 3.00	8,130	9.7	2,930	3.5	10											
CBS NCAA TODAY-CBS	1	3.30- 3.42PM	-GRID	4,020	4.8	4,190	5.0	14											
NBC ASK NBC NEWS-8.28AM	1	8.28- 8.30AM	8.15	3,440	4.1	3,270	3.9	27	3.9										
NBC ONE TO GROW ON-8.28AM	2	8.28- 8.30AM	8.15									3,770	4.5	3,440	4.1	25	4.1		
NBC ONE TO GROW ON-8.58AM		8.58- 9.00AM	8.45	4,190	5.0	4,020	4.8	24	4.8			3,770	4.5	3,600	4.3	20	4.3		
NBC ONE TO GROW ON-10.28AM		10.28-10.30AM	10.15	7,710	9.2	7,630	9.1	31	9.1			7,960	9.5	7,630	9.1	31	9.1		
NBC ONE TO GROW ON-10.58AM		10.58-11.00AM	10.45	6,790	8.1	6,700	8.0	25	8.0			6,200	7.4	6,120	7.3	24	7.3		
NBC ASK NBC NEWS-12.28PM	1	12.28-12.30PM	12.15	5,110	6.1	4,940	5.9	18	5.9										
NBC ONE TO GROW ON-12.28PM	2	12.28-12.30PM	12.15									6,200	7.4	6,030	7.2	23	7.2		
DAY SUNDAY																			
CBS IN THE NEWS-7.26AM-SUN(SUS)		7.26- 7.29AM	7.15																
CBS IN THE NEWS-7.56AM-SUN(SUS)		7.56- 7.59AM	7.45																
CBS CBS NFL TODAY		12.30-12.59PM	-GRID 12.45	10,140	12.1	7,790	9.3	26				9,130	10.9	7,120	8.5	23		9.4	
CBS CBS NFL FOOTBALL GAME 1	1	12.59- 4.08PM	-GRID	31,590	37.7	17,680	21.1	46				32,260	38.5	17,180	20.5	44			
	2	12.59- 4.12PM	-GRID 3.45						25.2*	51*	25.8								
			4.00						26.1*	52*	24.8								
			4.15								1.2								
			4.30								<<								
NBC NFL FOOTBALL GAME 1-NBC	2	1.00- 4.01PM	-GRID									19,610	23.4	9,890	11.8	26			
	1	4.00- 7.22PM	-GRID 4.00	24,130	28.8	10,890	13.0	26											
			6.30								13.0								
			6.45								12.6								
			7.00								10.4								
			7.15								10.3*	19*							
			7.30								6.1*	11*							
			7.45								5.9								
NBC NFL FOOTBALL POST NBC(B)	1	4.10- 4.20PM	4.00	5,450	6.5	5,030	6.0	12	5.8										
			4.15						4.0										

Bulletin

A.C. Nielsen Company

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December 2, 1983

THE PRESIDENT'S OCTOBER 24 PRESS CONFERENCE

President Ronald Reagan held a nationally televised press conference on Monday, October 24, 1983, at 1:09-1:30PM NY Time.

NTI estimates of the audience reached by the combined facilities of the three national TV networks are as follows:

	<u>Percent</u>	<u>Millions</u>
Total Audience		
Households	25.5	21.4
Average Audience		
Households	23.3	19.5
Total Persons*	10.8	23.6
Total Women	19.7	17.2
18-49	16.2	8.9
Total Men	6.6	5.2
18-49	4.8	2.6
Total Teens	1.6	.3
Total Children	2.8	.9

*Excluding children under 2 years of age.